

## N O T I C E

THIS DOCUMENT HAS BEEN REPRODUCED FROM  
MICROFICHE. ALTHOUGH IT IS RECOGNIZED THAT  
CERTAIN PORTIONS ARE ILLEGIBLE, IT IS BEING RELEASED  
IN THE INTEREST OF MAKING AVAILABLE AS MUCH  
INFORMATION AS POSSIBLE



(NASA-CR-159837) THE 30/20 GHz NET MARKET  
ASSESSMENT (Western Union Telegraph Co.)  
151 p HC A08/MF A01 CSCL 12B

N80-26109

G3/66 Unclass  
22352

# 30/20 GHz NET ACCESSIBLE MARKET ASSESSMENT

Prepared for  
NATIONAL AERONAUTICS AND SPACE ADMINISTRATION  
NASA LEWIS RESEARCH CENTER  
NAS-3-21359



MARKET ASSESSMENT  
FOR 30/20 GHz  
SATELLITE SYSTEMS

BY: J. ROGERS, P. REINER  
WESTERN UNION TELEGRAPH COMPANY

FOR: NATIONAL AERONAUTICS AND SPACE ADMINISTRATION  
LEWIS RESEARCH CENTER  
CONTRACT NAS3-21359

1. Report No. CR-159837		2. Government Accession No.		3. Recipient's Catalog No.	
4. Title and Subtitle  30/20 GHz Net Accessible Market Assessment - Task 9				5. Report Date February 1980	
				6. Performing Organization Code	
7. Author(s) J. Rogers, P. Reiner				8. Performing Organization Report No.	
9. Performing Organization Name and Address Western Union Telegraph Company 1 Lake Street Upper Saddle River, New Jersey 07458				10. Work Unit no.	
				11. Contract or Grant No. NAS 3-21359	
12. Sponsoring Agency Name and Address National Aeronautics and Space Administration Lewis Research Center Cleveland, Ohio 44135				13. Type of Report and Period Covered Contractor Report	
				14. Sponsoring Agency Code	
15. Supplementary Notes Project Manager, Steven Stevenson Communications and Applications Division					
16. Abstract  Starting with the potential communications traffic for 30/20 GHz systems developed in Task 6, this study estimates the net accessible market traffic which is likely to be implemented on these systems for years 1990 and 2000. By creating a number of market scenarios, variations dealing with network types, network sizes and service price levels can be analyzed for their impact on market demand. Each market scenario represents a market demand forecast with results for voice, data and video service traffic expressed in peak load megabits per second.					
17. Key Words (Suggested by Author(s)) Market Value, Parametric Network Cost Model, Satellite Market Demand, Net Accessible Market, Common Network, Trunking Network				18. Distribution Statement	
19. Security Classif. (of this report) Unclassified		20. Security Classif. (of this page) Unclassified		21. No. of Pages 65	
22. Price*					

\* For sale by the National Technical Information Service, Springfield, Virginia 22161



# 30/20 GHz NET ACCESSIBLE MARKET ASSESSMENT

## TASK 9

### TABLE OF CONTENTS

<u>SECTION</u>	<u>TITLE</u>	<u>PAGE</u>
1.0	Statement of Work	1
2.0	Introduction	2
2.1	Objectives	2
2.2	Scope	2
3.0	Task Overview	3
4.0	Future Market Considerations	7
4.1	Market Specialization	7
4.2	Timing of 30/20 GHz Systems	10
5.0	Computer Modelling	12
5.1	Market Distribution Model	12
5.2	Parametric Crossover Distance Model	12
5.3	Market Optimization Model	14
6.0	Common Network 30/20 GHz Market	18
6.1	Network Definition	18
6.2	Network Scenarios	18
6.3	Methodology and Approach	20
6.4	Network Analysis Results	29
7.0	Trunking Network 30/20 GHz Market	36
7.1	Network Definition	36
7.2	Methodology and Approach	36
7.3	Network Analysis Results	38
8.0	Net Accessible 30/20 GHz Market	43
8.1	Market Definition	43
8.2	Market Development	43
8.3	Common Network Market Forecasts	47
8.4	Trunking Network Market Forecasts	51
9.0	Conclusions	63

### APPENDIX

I	Parametric Cost Model Results	64
II	MDM Market Values	64

## TASK 9 - ACCESSIBLE MARKET FOR 30/20 GHz SERVICES

### SECTION 1

#### STATEMENT OF WORK

Starting with the potential traffic (voice, data and video) for 30/20 GHz systems developed in Task 6, the contractor shall estimate the actual traffic that would likely be implemented on such systems for the years 1990 and 2000. Eleven scenario variations shall be investigated: nine of a "common network" approach and two dealing with a "trunking network" approach. Each scenario element would represent a market demand based on certain network size and service price assumptions. The demand results for voice, data and video traffic shall be expressed in peak load megabits per second.

## SECTION 2

### OBJECTIVES AND SCOPE

#### 2.0 INTRODUCTION

#### 2.1 Initial 30/20 GHz Market Demand Assessment

This market identification study was preceded by a market demand assessment encompassing the telecommunications environment of the United States. The primary goal of that study, now referred to as Phase I, was to estimate the market demand for 30/20 GHz satellite systems over the period 1980-2000. Achieving that goal required completion of the following tasks elements within that study.

- Projection of communication traffic volumes to year 2000
- Assessment of the relationship of traffic volume to:
  - . Mileage band distance distribution
  - . Population density
  - . U.S. geographical distribution
- Price sensitivity
- Identification of service traffic volumes by major user category
- Analysis of traffic demand within a representative metropolitan area
- Comparison of present and future service costs
- Evaluation of the demand for communications services as a function of reliability and real vs. non-real time delivery

The study report provided by this document, now considered Phase II, is the follow-on study to the above Service Demand Assessment study completed by Western Union in July 1979. The purpose of these market studies conducted by NASA is to promote the commercial applications of 30/20 GHz band.

#### 2.2 Objectives

The overall objective of the Task 9 study effort is to quantify the net accessible 30/20 GHz satellite systems market demand through a series of scenario variations. From the eleven different scenarios which

consider differences in network type, network size and service price, an optimized approach for system implementation may emerge. This preferred approach should reflect the best matching of system size to an accessible market demand fill level.

### 2.3 Scope

The 11 market scenarios created as part of this study effort define two basic approaches to 30/20 GHz system implementation: the common network or specialized carrier model, and the trunking network or public carrier model. Each approach includes an analysis of network characteristics which affect the accessible market demand and serving capabilities.

The market scenarios permit the conversion of the 30/20 GHz systems net addressable market into the net accessible market over the 1990-2000 period. The net addressable market is that portion of the total satellite market which is capable of being served by 30/20 GHz satellite systems.

It can also be defined as the resultant traffic volume after consideration has been given to user operating characteristics, system technical constraints on service applications, and economic advantages of satellite versus terrestrial means. The net accessible market is the portion of the net addressable demand which is likely to be implemented on 30/20 GHz satellite systems.

It includes such factors as:

- Economic feasibility of particular networks
- Geographic coverage
- Service compatibility with network market objectives
- System availability and timing constraints with regard to services offered.

Market penetration by competing specialized carriers is the final element required to actually size a common network utilization. Penetration factors for individual carriers have not been projected in this study.

The common or specialized carrier network service demand is evaluated on the basis of three different earth station networks: minimum, most efficient and, largest network sizes; with consideration given to three different service price levels: equal to Ku-band services, 20% below Ku-band and 40% below.

Two trunking network configurations were evaluated, both based on the geographical market coverage provided by the network. One contained ten earth station locations, the other 20 locations. Additional variations were not considered to be particularly useful for the purposes of this analysis.

## SECTION 3

### TASK OVERVIEW

The two major families of market scenarios, common and trunking networks, are based on distinctly different network types. The common network is characterized by services with limited geographic coverage due to the lack of extensive terrestrial distribution facilities.

The trunking or public network, on the other hand, will employ extensive distribution of traffic terrestrially on the type of facilities available only to a "Bell"-type network.

#### 3.1 Common (Specialized Carrier) 30/20 GHz Network Market Models

Specialized common carriers do not have extensive terrestrial distribution systems augmenting a satellite network. These carriers must use a network approach which strategically locates a number of earth stations close to the major areas of market demand. Terrestrial distribution must be limited for economic reasons, linking subordinate areas of market demand within 50 miles. The terrestrial extensions are required to create the "critical mass" of market demand necessary for a viable network. Areas of market demand may include multiple corporate users, joint (shared) user groups and dedicated users. Earth stations may be equipped with small, medium or large antennas depending on the type and quantity of traffic projected to be handled.

A series of market models for this network approach were investigated. The associated net accessible market demand for three distinct network sizes was developed: the market for the minimum number of earth stations representing something near the smallest viable network; a number of terminal locations representing the most efficient size, and, a larger number of earth terminals representing the upper limits of marginal utility of the 30/20 GHz system.

Each earth station location serves the local Standard Metropolitan Statistical Area (SMSA), plus terrestrial extension to all neighboring SMSA's of a minimum threshold market size. The number of earth station locations within a given network also provides insight into the point of diminishing return where the incremental traffic is insufficient to support an additional earth station.

The effect of user and operating requirements were included in the determination of the net addressable satellite markets developed in Phase I; however, these characteristics were reevaluated when determining the net accessible markets for the two discrete satellite carrier markets. Common networks normally seek to attract different market segments than trunking networks, therefore it was necessary to develop a new mixture of service traffic comprising each network.

The market addressable to 30/20 GHz systems was assessed by examining the price relationship between Ku-band and 30/20 GHz satellite systems. It was appropriate that at least three variations in price be analyzed. A price above that charged for comparable Ku-band systems will not yield practical results and was not considered. The three choices for pricing were: equal to Ku-band service; 20 percent less than Ku-band services; and, 40 percent less. These service costs are in relative terms--no actual costing of systems were a part of this task. Ku-band service costs were developed via construction of a parametric satellite facility cost model, discussed in Section 5.2. Market issues not specifically included were: market inertia, the effect on market demand caused by slow user acceptance in the marketplace; and, the competitive marketplace influences.

The selection of three pricing variations required each of the previous three network size scenarios to be further subdivided. The common network scenario thus contains nine subscenarios, each yielding a separate projection of the net accessible market demand. The flow of network sizing analysis and identification of the 30/20 GHz net accessible market is shown in Figure 1.

### 3.2 Trunking (Public Carrier) 30/20 GHz Network Market Models

A "Bell"-type system requirement may influence a decision to offer 30/20 GHz satellite systems transmission as an adjunct to the terrestrial distribution system as well as timing of implementation. This possibility was evaluated through the creation of a scenario family with appropriate subscenarios.

The trunking network would require a limited number of high volume earth station locations serving large geographical areas. Two market coverage models for the trunking approach were investigated. The first is based on ten earth station locations, the second on 20 locations. Market coverage for each model was calculated through use of computer-based optimization algorithms. The choice of two market coverage models introduced two permutations into this basic scenario. Each permutation required separate analysis and estimates of market demand.

Market assumptions and constraints included in the trunking network addressable market are similar to those developed for the common network. Analysis of the 30/20 GHz addressable market was somewhat different for the trunking network scenario due to the types of traffic expected to be carried. Each of the three or four major service categories now offered on the nationwide telephone system were analyzed to determine the quantities of traffic likely to be implemented on a 30/20 GHz system. The categories include business and residential MTS and private line service.

Market demand projections for all eleven scenarios are expressed in the appropriate service units (i.e., channels, transponders and bits per second) for voice, video and data services, as well as peak load megabits per second.

# 30/20 GHz SATELLITE MARKET SIZING

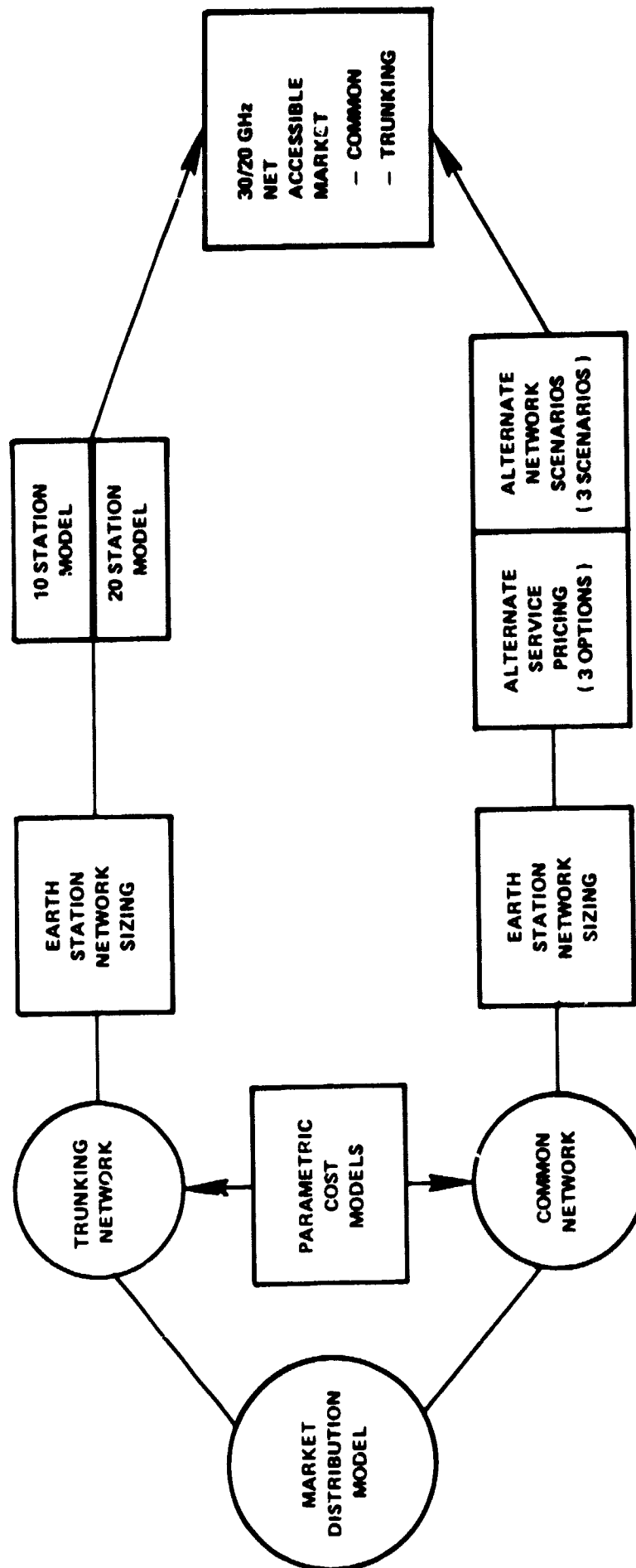


FIGURE 1

## SECTION 4

### FUTURE MARKET CONSIDERATIONS

#### 4.1 Market Specialization

There are a limited number of prime orbital slots for domestic satellites that serve the voice, data and video needs of business, government and private users. Congestion of the orbital arc will restrict the future entry of new major carriers into the satellite transmission market. The saturation of available C and Ku-band capacity will promote the use of new, higher frequency satellite systems in the 30/20 GHz spectrum. A 30/20 GHz system has less restrictive orbital spacing requirements than C and Ku-band systems, and will help towards satisfying the demand for wideband and specialized transmission services.

The first domestic communications satellite systems were designed in the early 1970's to satisfy the needs of private line data users, as the primary market, and video/audio broadcasters, as a secondary market. At the end of the 1970's, satellite carriers began to establish dominance in several of the existing market segments based on marketing skills and strategies rather than the technical characteristics of their satellite system. Two of the best examples of market niche concentration and domination are RCA Americom in the CATV market, and American Satellite Corporation in both the government and commercial wideband data markets.

Opportunity exists for satellite carriers to expand into new market segments with high growth potential. Competitors will position themselves to capitalize on their marketing strengths. Each carrier will concentrate its efforts towards one, perhaps two, market segments only. Existing carriers have already begun to implement this strategy. New carriers will establish themselves in markets without a dominant competitor (e.g. Electronic Mail and Message Systems). To illustrate this point, Table 1 depicts the competitive market structure in the late 1970's and the probable scenario for the 1980's.

There are four primary market segments, from a satellite transmission point of view, that exist today: commercial private line, government private line, message toll service (MTS), and video/audio broadcasting. Electronic mail and message systems (EMMS) and teleconferencing will be added to this list in the 1980's. A seventh category, specialized applications, will include a variety of services most with low volume transmission requirements.



# Competitive Satellite Service Market

Carrier \ Service Market	Specialized Applications	Commercial Private Line	EMMS	Gov't Private Line	MTS	Teleconferencing	Video/Audio
AT&T/GTE					X		
American Satellite		X		X			
RCA		X		X			X
Western Union		X		X			X

1970's

Carrier \ Service Market	Specialized Applications	Commercial Private Line	EMMS	Gov't Private Line	MTS	Teleconferencing	Video/Audio
AT&T/GTE		S			P	S	S
American Satellite		S		P			
RCA		S		S			P
SBS		P	P			S	
Western Union		S	P	S			P
XTEN		P	P			S	
Others	P						

1980's

P: Primary Market  
S: Secondary Market

Table 1

The two service categories with high growth potential between 1980 and 2000 are data and teleconferencing. Data services include the subcategories data transmission, EMMS, and EFTS/POS. Market demand for total data services will increase twentyfold between 1980 and 2000. The demand for transponder space to satisfy teleconferencing applications will also increase significantly; tenfold over the same time period. Each of the four service categories may require a satellite system dedicated to satisfying market demand for the service. Available satellite capacity for each service may constrain the market demand. Latent market demand for high speed digital data transmission and teleconferencing can be partly attributed to the inadequate transmission facilities now in existence. Specially designed satellite systems may solve this problem.

There are several services not now available, but that are expected to emerge in the late 1980's, that may require specialized satellite system designs. Examples of such services include remote monitoring systems for flood, fire and environmental control, remote and mobile emergency medical communications, and transportable earth stations systems to provide emergency communications channels during times of catastrophe. Each of these services are likely to utilize portable or small aperture earth station antennas and high power satellite systems.

These service markets may not be large enough to attract the attention of major satellite carriers. Small specialized carriers would be able to enter a highly competitive market by providing these neglected transmission services. Other service categories that offer opportunity to specialized carriers are land mobile radio communications, secure voice, and bulk mail volume transfer for the USPS. Satellite systems dedicated to these services could be specially designed to satisfy the unique transmission requirements.

Satellite systems dedicated to a limited range of service capabilities, and carriers specializing in one or two market segments, may best serve the customer's needs. Designing a single dedicated system, with a high degree of complexity is more economical than installing many high cost earth stations with complexity built into the ground segment. When market demand for a new satellite transmission service is sufficient it may be easier to design and develop a new system rather than attempt to adapt an existing one. Reliability and quality usually accompanies specialization in a given service or product.

## 4.2 Timing of 30/20 GHz Satellite Systems

The time frame for the introduction of higher frequency satellite systems will be heavily influenced by a number of different factors. Among these factors are technology developments, service costs, competition, regulation, orbital slot availability and the overall growth in the nation's economy. Some of these factors are addressed below in further detail.

The technology needs of a first generation 30/20 GHz system have been identified in a preliminary manner by two systems contractors. Development of multiple spot beam antennas, variable powered spacecraft amplifiers, large data handling capacities and low cost earth terminals are some of the technologies which system users must overcome. Thus, the speed of technological developments for 30/20 GHz systems will play an important role in the timing of its implementation. The use of these new technologies in actual satellite systems will help to reduce satellite service costs.

Likewise, market factors will influence the use of 30/20 GHz satellite systems. Market saturation of the already large capacities for C and Ku-band satellites may occur much later than anticipated. Right now, the primary marketing advantage satellite delivery has over terrestrial delivery, is lower service cost. The success of planned direct-to-user systems will determine the future demand and the rate of growth for high capacity wideband satellite systems.

Both competition and regulation have ways of influencing the timing of the introduction of new satellite systems. Bell Laboratories has reported research on scanning spot beam satellites and both AT&T and GTE have conducted operating tests at 18 and 28 GHz frequencies. Other competing satellite carriers may also be thinking about their third generation of domestic satellites.

The results of the WARC '79 conference may establish new regulations for the use of higher frequencies. Nations are attempting to reserve parking space in-orbit for future national communications satellites. The United States may find itself, by the mid 1980's with few orbital slots to place additional satellites for optimum communication. Changes in the minimum number of degrees of orbiting satellite spacing will affect the availability of desirable slots.

Other competing approaches to 30/20 GHz satellites may influence the timing, and perhaps even the eventual introduction of satellite systems. A new generation of satellites which may be used during the 1990's will provide area coverage by a large number of spot beams operating in several frequencies. Multiple frequency reuse on spot beams could lead to satellites with usable capacities equivalent to 300 present-day 36 MHz transponders. Others foresee the 1980's as a period of transition in satellite communications. The benefits of large capacity systems may result in the employment of large geostationary platforms by the 1990's with multiple carriers sharing its use.

Predictions for much higher fuel costs will add to the demand for all types of communications systems, at the expense of personal travel.

Rising real growth in the U.S. Gross National Product will create the economic environment necessary to support advanced satellite systems.

Thus, there are many factors which will influence the timing of the use of 30/20 GHz systems. The most likely timing for its introduction would be in the 1992-1995 timeframe, but this could vary if some of the factors discussed substantially change during the 1980's.

## SECTION 5

### COMPUTER MODELLING

The use of various computer models and operations research techniques permitted the evaluation of a number of alternative traffic models for each of the eleven market scenarios. The Market Distribution Model (MDM) was also used to analyze the various network parameters and to develop specific market values for eleven different network sizes. Market value represents a relative measure of communications traffic between all 275 SMSA's. This model was updated and enhanced to enable the projection of market values for the years 1990 and 2000.

#### 5.1 Market Distribution Model (MDM)

Several new traffic indicator data bases were added to the MDM for this study. These included Population Forecasts, Effective Buying Income forecasts, and Equipment Shipment Values. Equipment Shipment Values are a Commerce Department indicator of manufacturing production within an SMSA. These data bases and several others were used after relative weightings, to determine the market values of the 275 SMSA's in the Model. A trend projection technique was employed to extend several data bases through the years 1990 and 2000. This served to influence the relative importance of all SMSA's over time. However, it should be recognized that several other data bases remained unchanged during the time forecast period. This is due to the static nature of the distribution of the data bases through time. The Market Distribution Model (MDM) provided a complete traffic distribution between all of the 275 SMSA's. This was accomplished by combining weighted static and dynamic flow data bases. The static data bases are converted to a dynamic flow by an algorithm employing a distance sensitivity measure. For an overview of this procedure, see Figure 2. The same process was used for both a common network market distribution and a trunking network market distribution.

#### 5.2 Parametric Crossover Distance Model

For the specialized carrier network scenarios, the Parametric Crossover Distance Model developed in Task 5 was revised to reflect the different mixture of services and to facilitate the separation of terrestrial and satellite traffic. The crossover mileage distance it produced determined the distance at which the satellite pricing has a 20% advantage over the corresponding terrestrial service pricing.

Crossover distances were combined in a weighted form for both key years involved and the changing service mix of traffic. Variations to this mileage distance criteria, where satellite service was equal to Ku-band service, were evaluated for alternatives of both 20% and 40% below Ku-band service.

# MARKET DISTRIBUTION MODEL

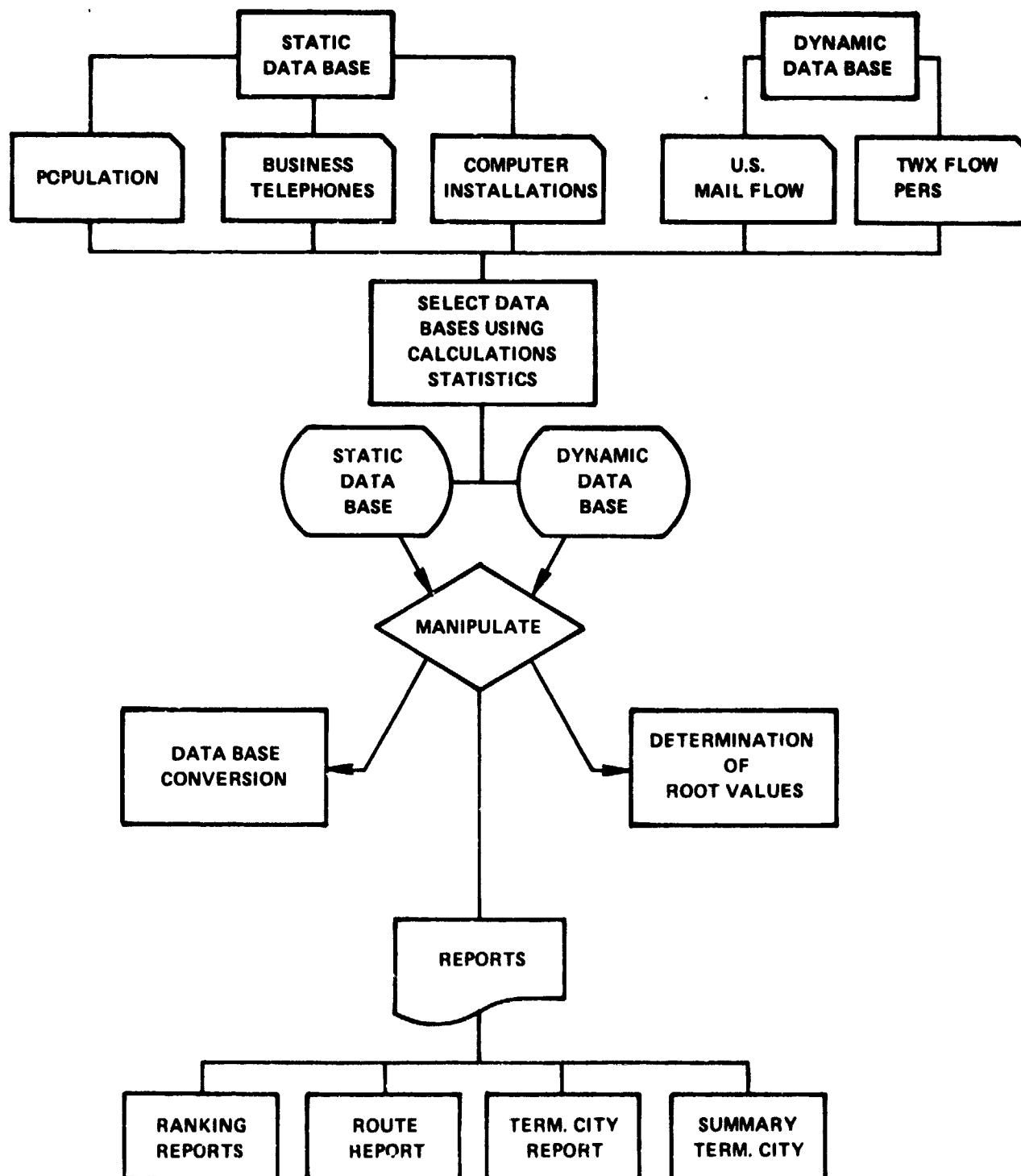


FIGURE 2

Four kinds of traffic were considered in the specialized carrier network crossover distance model. Figure 3 shows the alternative combinations of traffic. The four traffic alternatives are known as satellite inter-station traffic, intra-cellular traffic, terrestrial inter-SMSA traffic and satellite inter-SMSA traffic. In the example, it is assumed that the distance between the two earth stations A and A<sup>1</sup> is greater than the minimum crossover mileage. The circles surrounding the earth station locations represent the maximum SMSA hubbing distance (radius) of 50 miles. The satellite inter-station traffic between A and A<sup>1</sup> is included in the network market values.

The SMSA marked as "B" is subordinated to the earth station "A" because it falls within the hubbing distance (50 miles) and its traffic called intra-cellular, is carried terrestrially.

A third type of traffic is between two subordinated SMSA's within different earth station cells. Traffic between "B" and "C" is considered to be terrestrial inter-SMSA if either: the distance between the two points is less than 100 miles or the distance between these points is less than the mileage crossover advantage of satellite vs. terrestrial.

Traffic between two subordinated SMSA's such as "B" to "D", which are greater than 100 miles apart is called satellite inter-SMSA and its market value is included in the satellite traffic model.

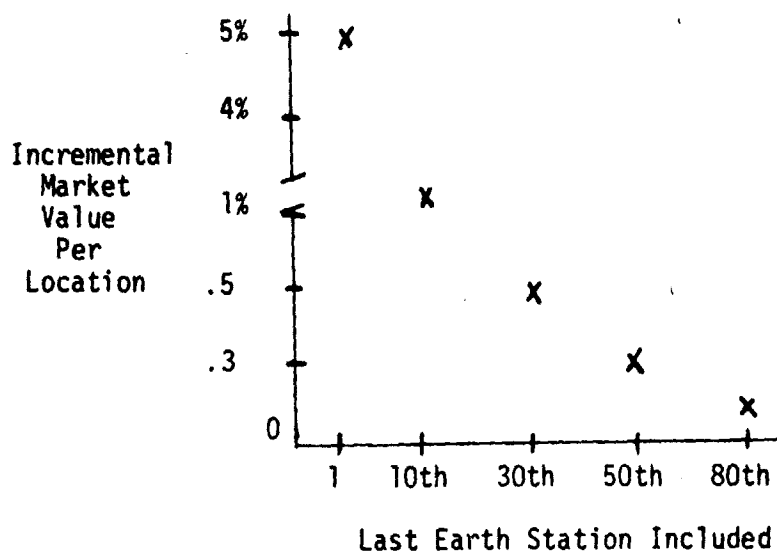
### 5.3 Market Optimization Model

The market optimization method is a new technique developed with the objective of attaining the maximum market value by means of exclusion of the least amount of common network. This means that in any network of "N" earth station locations, a process of reduction (contraction) occurs whereby the station with the least incremental market value is eliminated until the desired threshold value for the total remaining coverage is achieved.

By subordinating SMSA's to their closest earth station locations within its area of coverage, the market optimization insured an optimal earth station network. In addition, it provided networks which met economic cross-over criteria for the common network scenarios.

The satellite market value of all locations are interrelated since half of the market value resides in the termination of traffic in another earth station or in a subordinate SMSA. The market optimization method is based on the fact that the earth station excluded at any points the earth station which exclusively serves the smallest market value. The graph of the incremental market values per location versus the number of earth stations included in the network is shown in Exhibit 1.

Exhibit 1



Through the development of minimum traffic thresholds for each earth station network model, the determination of the various network sizes were made. These criteria of minimum traffic levels for common networks are discussed in Section 6.

It was determined from the BDP, for instance, that with a total of 164 earth station locations all 275 SMSA's could be served by a common or specialized carrier network. However, it is neither necessary nor economically viable to place 30/20 GHz earth stations at all 164 locations.

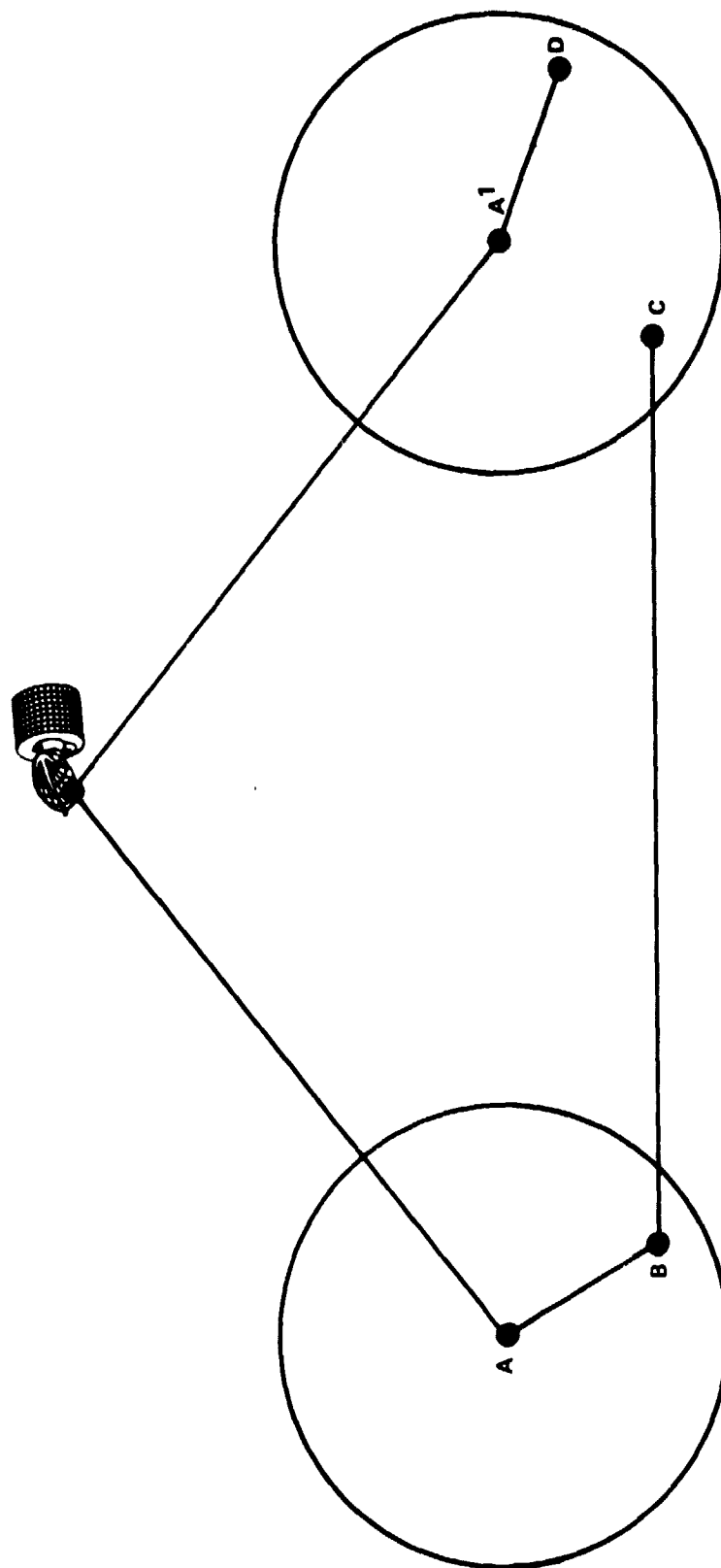
Additional computer modelling was also utilized to develop the most important 10 and 20 trunking earth station locations. Through careful geographic analysis of major hubbing locations, a ranking of the most suitable locations for trunking earth stations was developed.

The use of computer modelling also enabled the translation of the cumulative market value of a certain network scenario into a traffic forecast of potential service demand by network scenario type.

The results of these computer modelling efforts to analyze the various network size alternatives are displayed in a flow diagram in Figure 4.



# TRAFFIC DISTANCE CRITERIA

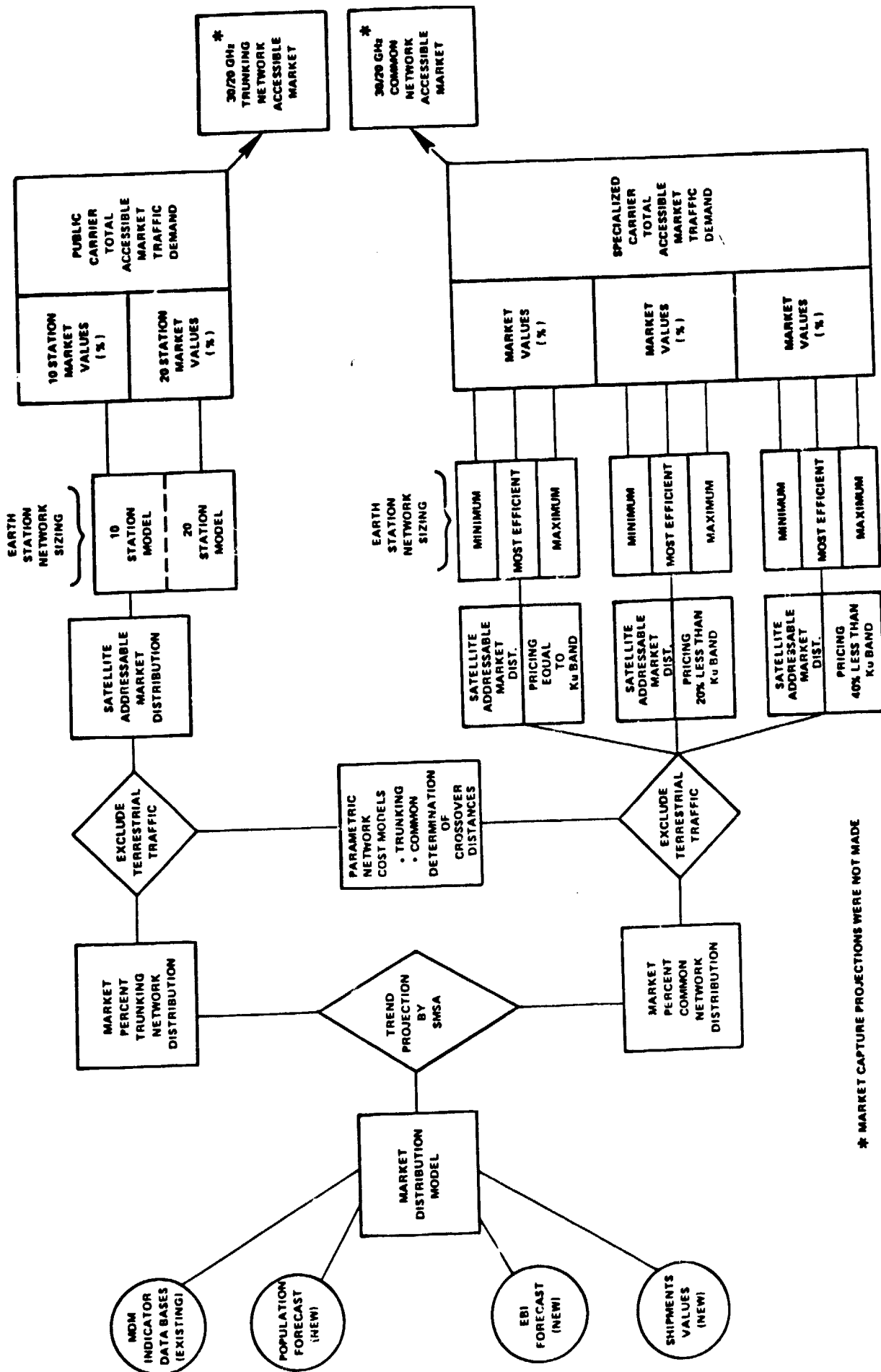


## TRAFFIC LEGEND

- A-A': SATELLITE INTER-STATION
- B-A: INTRA-CELLULAR
- B-C: TERRESTRIAL INTER-SMSA
- B-D: SATELLITE INTER-SMSA

FIGURE 3

# 30/20 GHz SATELLITE MARKET SCENARIO NETWORK SIZING — ACCESSIBLE MARKET



\* MARKET CAPTURE PROJECTIONS WERE NOT MADE

FIGURE 4

## SECTION 6

### COMMON NETWORK 30/20 GHz MARKET MODEL

#### 6.1 Network Definition

A common network is generally provided by specialized common carriers using a networking approach which strategically locates a number of earth stations close to major markets. Lacking an extensive terrestrial distribution system, careful placement of earth stations to maximize market is vital.

For economic reasons, linking of subordinate market areas within a limited mileage radius must also be carefully analyzed. The terrestrial extensions which provide interconnection is required to create the critical threshold of market demand to justify serving any one location. Traffic distribution requirements will also require the lease of local loops to interconnect the earth station to the user's premises. Market demand within this type network will come from multiple corporate users, joint or shared facility users and individual, large dedicated users. These types of users may require direct transmission to their on-premises 30/20 GHz earth stations.

There are likely to be variations in user demand for transmission quality levels as well as delivery time in common networks. Teleconferencing users, for example, will require point-to-point real-time transmission; electronic messages, on the other hand, may be delayed several hours before completing delivery. By far, the most common type of traffic on 30/20 GHz networks will be private line voice and data.

One final characteristic of common networks is that the earth station size and capacity will vary significantly depending on the market to be served. Obviously, the earth station serving Los Angeles will have a vastly greater capacity than the one serving Cincinnati. The flexibility of the served network locations will have to be matched with the communication satellite.

#### 6.2 Network Scenarios

A total of nine network scenarios were examined for the common network market models. First, it was appropriate to select models representing three distinctive network sizes. These are minimum, most efficient and maximum network size. These network scenarios were selected to provide a broad range to the net accessible market and the geographic market coverage.

ORIGINAL PAGE 1  
OF FOUR PAGES

The least number of earth stations represents the smallest network which could attain economic viability. This network is characterized by large earth stations serving a relatively small number of the 275 Standard Metropolitan Statistical Areas (SMSA's).

The largest number of earth stations identifies the broadest market coverage with the smallest earth station while still achieving the minimum market and economic criteria.

In between these two network models is a most efficient number of earth stations. This network size examines the effects of other carrier's competition to determine the smallest incremental location which meets minimum market and economic thresholds.

It was determined from both previous market analysis and a review of local access tariffs that terrestrial extension coverage could viably extend to all neighboring SMSA's within 50 airline miles of the earth station location. Where a particular neighboring SMSA was of a significant market size, this hubbing criteria was extended an additional 15 miles.

One of the most important considerations in the segregation of net accessible 30/20 GHz market is the pricing relationship between Ku-band and 30/20 GHz satellite systems. Therefore, three price variations were analyzed for their price/demand relationships. The three pricing alternatives are:

- . Equal to Ku-band service
- . 20 percent less than Ku-band service
- . 40 percent less than Ku-band service

The effects of these pricing alternatives have been reevaluated solely in relative terms - no actual costing of 30/20 GHz systems has been done. The effects on market demand of service price variations is calculated through the parametric network cost model and its associated distance crossovers. This is discussed in more detail in Section 6.3.4.

The choice of three pricing variations for each of the three network scenarios caused a total of nine subscenarios to be created. The common network scenario thus contains nine subscenarios, each yielding a variation in the net accessible market demand.

## 6.3 Methodology and Approach

### 6.3.1 Approach

Development of the common network net accessible market involved a series of steps to generate the appropriate market sizing. The essential steps are shown in Figure 5 and indicate that the product of these efforts is the network market values. The market value represents a relative measure of communications traffic between all SMSA's.

The Market Distribution Model was used to establish a market profile for the specialized carrier market. A revised parametric network cost model was developed to reflect the competitive service pricing of a specialized carrier network. The application of mileage crossover distances resulting from the cost model yielded the satellite accessible market. The establishment of a common network terrestrial hubbing criteria indicated the market scope.

Sizing of the three distinct networks was accomplished through consideration of dynamic programming analysis, market value threshold criteria and adjustment for competition within geographic areas. The nine separate traffic forecasts, expressed in terms of cumulative network market values, were generated as a result of the market scenario service pricing and network sizing assumptions.

### 6.3.2 Market Development Methodology

The profile of the common network is based on the scenarios discussed in Section 6.2. There were four assumptions for the common network profile:

- . Cost effective routes which met the minimum economic crossover distance threshold in comparison with terrestrial routes
- . Earth stations were located at the largest (ranked by market value) SMSA's. The market value reflects the communications traffic distribution between a set of SMSA routes and is expressed in percentage form
- . Earth station coverage extended to a 50-65 mile radius of coverage
- . Subordinate SMSA's were linked to principal earth station locations if within this 50+ mile radius.

# SPECIALIZED CARRIER NETWORK MARKET SIZING

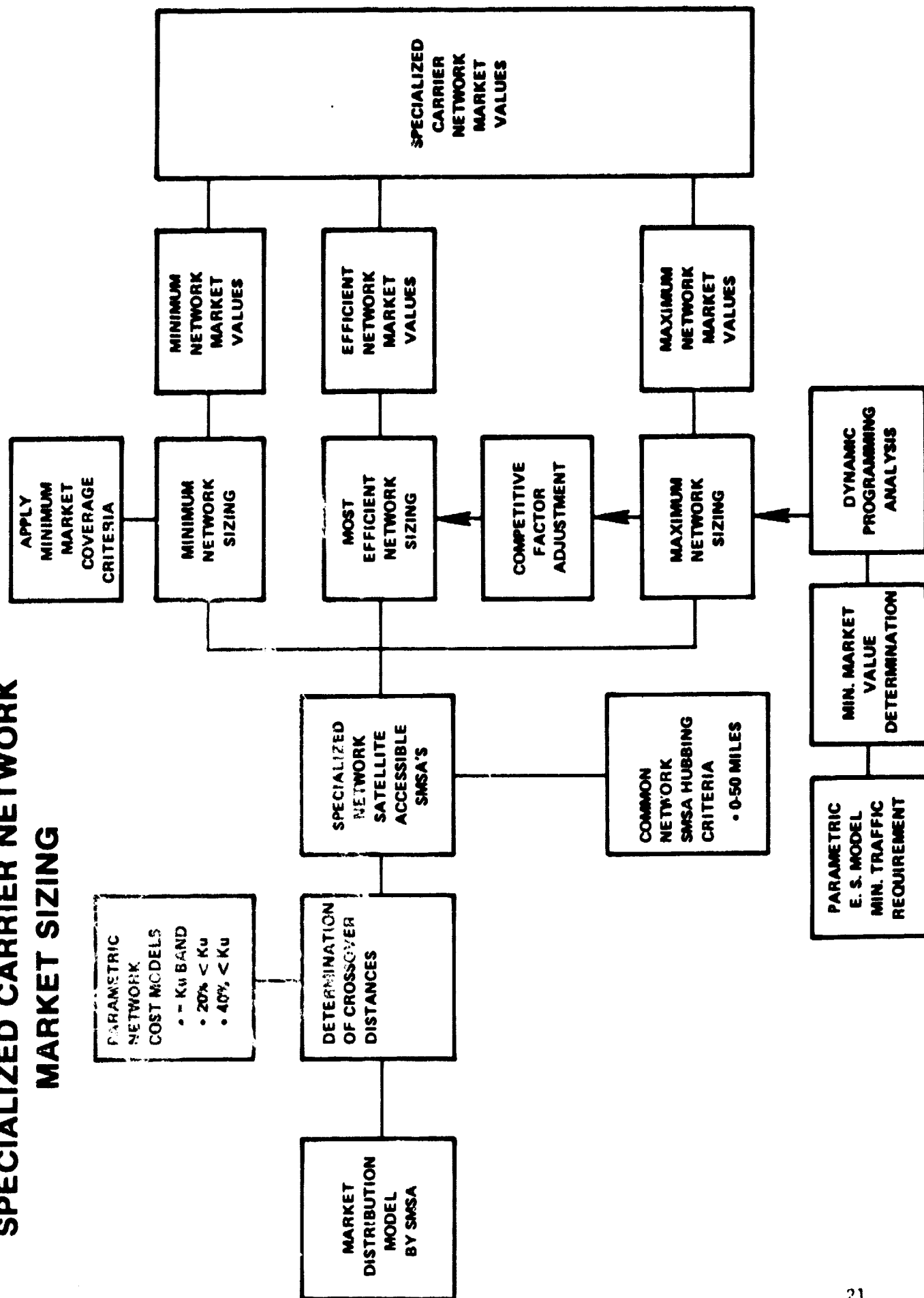


FIGURE 5

A parametric network cost model was developed for the specialized carrier network. The cost model produced the minimum crossover distances for each of the three pricing variations where satellite service is cost effective in comparison with terrestrial service. Only those SMSA route pairs which met the minimum distance criteria were included in the accessible market.

Rather than locating an earth station in a small SMSA which had two or more larger SMSA's surrounding it, the market profile assumed that earth stations would only be in principal SMSA's. Therefore, the earth station SMSA could not have a single subordinated SMSA which had a greater market value.

### 6.3.3 Market Distribution Model

The Market Distribution Model (MDM) contains a series of databases which reflect the relative demand for communication services by SMSA and route. Its geographic coverage includes 275 SMSA's in the contiguous U.S. and contains over 72% of the U.S. population and 37,675 possible route combination. It represent the entire market universe for this study.

The MDM was updated by the addition of more current information for existing databases and three new databases: population forecasts for 1980, 1990 and 2000, effective buying income by location for the same three periods and equipment shipment values for 1978-79.

Six principal databases were used in the MDM to reflect the common network market profile. They were weighted individually and combined statistically within the model. The six selected databases were:

- Business Telephones
- U.S. Population
- Computer Mainframes
- Manufacturing Shipments
- TWX Messages
- Effective Buying Income

The total demand represented by the MDM database indicators represents values for both terrestrial and satellite traffic. These market values were "normalized" to reflect only the satellite portion. That is, if the satellite demand represented 40% of the total, that 40% was adjusted to reflect 100% market distribution for the 30/20 GHz satellite market.

Once completed, the MDM was ready for consideration of the distance crossover criteria which yielded a smaller geographic market coverage.

#### 6.3.4 Parametric Network Cost Model

A Parametric Cost Model was developed originally in Task 5 of the first phase of this study. In that study, a satellite system cost model for both C and Ku-band was constructed. However, that model did not reflect either the earth station network size or service distribution of a specialized carrier network. To account for these changes, revisions were made to the original model for end-to-end Ku-band service costs. The revisions were:

- . The number of earth stations were increased from 10 to 40
- . Average earth station utilization rate increased from 60% to 80%
- . A greater proportion of medium and high speed (9.6 and 56 Kbps) data channels over voice services.

As a result of these model revisions, the service channel cost for the Ku-band TDMA satellite network was reduced for years 1990 and 2000. A 20% premium was added to these basic service costs to provide the necessary incentive for conversion from terrestrial to satellite transmission. A sample output for year 2000 of the Parametric Cost Model is shown in Table 2.

By weighting the model's crossover distances by the traffic distribution of each of the four services (voice, low, medium and high speed data) and average crossover distance for Ku-band (equal to 30/20 GHz) service in 1990 and 2000 was developed. The combined average crossover distance of the two key time periods in the base price case was 397 miles.

The Parametric Cost Model also produced crossover mileages for reduction in price from Ku-band service. As a result, in each case, the average crossover distances for 1990/2000 were lowered. Comparison of the three satellite circuit costs and crossover distances derived from the specialized carrier network cost model is displayed in Tables 3 and 3A.

---

30/20 GHz Parametric Cost Model  
Comparison of Distance Crossover Mileages

<u>Price</u>	<u>Crossover Distances (Miles)</u>		
	<u>1990</u>	<u>2000</u>	<u>Average</u>
Equal to Ku-Band	410	385*	397
20% Below Ku-Band	251	222	236
40% Below Ku-Band	107	87	97

Table 3

---

\*Shown as example in Table 2.



PARAMETRIC FACILITY COST MODEL  
=====

CROSSOVER DISTANCES WHERE

SATELLITE PRICING EQUAL TO KU-BAND  
YEAR 2000

MODEL	YEAR	E S	SYSTEM	SPEED	WEIGHT	ES+EL	CHAN/ES	SPACE	CH COST	TOTAL	TOTAL/CH	LOOP	CH+LOOP	CROSSOVER DISTANCE (MILES)
40 E S	2000	C	- BAND	TIME VOICE	49.98	6684383	204	1999020	569856	9253259	2268	1122	3390	310
40 E S	2000	C	- BAND	FDM VOICE	18.90	2011366	204	1663454	2162400	5837220	1431	1122	2553	170
40 E S	2000	K	- BAND	TIME VOICE	49.98	5028195	204	4747673	636000	10411868	2552	1122	3674	360
40 E S	2000	K	- BAND	FDM VOICE	18.90	1388932	204	3950704	2162400	602036	1839	1122	2961	240
40 E S	2000	C	- BAND	TIME 300 E	14.99	2005315	612	599706	6349824	6954845	732	638	1370	20
40 E S	2000	C	- BAND	FDM 300 E	5.67	603410	612	499036	6838272	7940718	649	638	1287	10
40 E S	2000	K	- BAND	TIME 300 E	14.99	1508459	612	1424302	6349824	9282584	758	638	1396	20
40 E S	2000	K	- BAND	FDM 300 E	5.67	416679	612	1185211	6838272	8440163	690	638	1328	20
40 E S	2000	C	- BAND	TIME 9.6KE	20.09	2686860	82	803528	2507366	5997754	3657	1996	5653	0
40 E S	2000	C	- BAND	FDM 9.6KE	7.60	808490	82	668643	3144384	4621518	2818	1996	4814	0
40 E S	2000	K	- BAND	TIME 9.6KE	20.09	2021137	82	1908378	2533824	6463340	3941	7548	11489	830
40 E S	2000	K	- BAND	FDM 9.6KE	7.60	558296	82	1588028	3144384	5290708	3226	7548	10774	710
40 E S	2000	C	- BAND	TIME 56 KE	14.94	1998762	61	597746	512870	3109378	2549	22580	25129	250
40 E S	2000	C	- BAND	FDM 56 KE	67.83	7217254	61	5968866	9005760	2191880	18190	22580	40770	780
40 E S	2000	K	- BAND	TIME 56 KE	14.94	1503529	61	1419647	572400	3495576	2865	22580	25445	260
40 E S	2000	K	- BAND	FDM 56 KE	67.83	4983813	61	14176056	9005760	8165629	23087	22580	45667	950

## KEY

Network Model - 40 Earth Stations

Study Period - Year 2000

Earth Station Systems - C or Ku-band, FDM or TDMA

Transmission Speed Weight -

Proportion of total expected traffic by service

ES + EL - Earth station and entrance link costs

Chan/ES - No. channels per earth stations

## KEY

Space - Space Segment, including launch costs

Ch. Cost - Cost of channelizing equipment

Total - Sum of earth station, entrance link, space segment and channel costs

Total/Ch - Total cost divided by total number two-way system channels

Loop - Local loop leased cost

Ch + Loop - Total annual cost per end-to-end channel  
Crossover Distance - Mileage where satellite is lower

TABLE 2

---

Satellite Circuit Costs  
Ku-Band - TDMA

	<u>1990</u>	<u>2000</u>
Equal to Ku-Band	\$6400	\$8200
20% Less Than Ku-Band	5100	6500
40% Less Than Ku-Band	3800	4900

Table 3A

---

As the incremental market value became progressively smaller until the last earth station location is included, it was necessary to identify the threshold where the incremental market value of adding N+1 earth stations could not be economically justified.

A specialized carrier earth station site cost model was developed to serve this purpose. The operative premise was that the incremental revenue/traffic accessible by any principal SMSA had to be sufficiently large to cover the annual cost of capital and operations of a 30/20 GHz earth station in that SMSA. Market penetration of that incremental traffic was not a factor at this point.

For the earth station site model, cost data was derived from the Hughes Aircraft Co. "18/30 GHz Satellite Communication System Study" of June 7, 1979. The direct to user, FDMA multi-beam network model was selected because it seemed to represent the closest available model for a common network-type earth station. The FDMA model was also used because it appeared to be more efficient for supporting a multi-beam interconnected network, especially voice traffic, and its cost was higher, so that a more conservative cost model would be used.

The minimum traffic requirement for each earth station location was derived from the following model elements shown in Table 4:

- Annual earth station cost (\$873,000)
- Weighted average bandwidth per circuit (2 Mbps)
- Average annual revenue per circuit (\$103,500)

The annual cost of an earth station was divided by the average circuit revenues to determine the minimum number of circuits which must be sold to justify the expense. The resultant 8.5 circuits when multiplied by 2 Mbps, as adjusted by a market inertia factor of 1.25, produces a minimum market demand of 21 Mbps for each earth station location. The market inertia factor, which was first mentioned in the Phase I study, acknowledges that regardless of price, service or coverage only some of the customers in any locations will ever switch from terrestrial service.

The final step in determining the minimum incremental SMSA traffic size involved transforming the minimum traffic size in Mbps to a market value or percent of the accessible market to be served. This was done by dividing the minimum traffic size of 21 Mbps by the overall net addressable 30/20 GHz market demand. Section 8.2 discusses how the net addressable 30/20 GHz demand was developed in greater detail.

Specialized Carrier Earth Station  
Site Cost Model

<u>Earth Station Cost</u>	(\$000)
FDMA Earth Station Installed Cost	<u>2167*</u>
Return on Investment (22%)	476
Depreciation (4 Years)	180
Operations and Maintenance	<u>217</u>
Total Annual Cost/E.S.	<u>873</u>

Revenue Development

<u>Service</u>	<u>Distribution of Services</u>	<u>Annual Revenue/ Circuit*</u>	<u>Weighted Revenue</u>
Voice/Data - 64 Kbps	52%	\$ 6,700	\$ 3,500
High Speed Data - 1.544 Mbps	23%	80,000	18,500
Video - 6.3 Mbps	25%	326,000	<u>81,500</u>
Average Bandwidth Per Circuit - 2 Mbps	Average Annual Revenue Per Circuit		\$103,500

Minimum Traffic Requirement

Annual Cost/E.S.	<u>\$873</u>	8.5 circuits
Average Revenue/Circuit	<u>103</u>	

Therefore, 8.5 circuits @ 2 Mbps/circuit x 1.25 =

21 Mbps minimum market demand/earth station location

\*Hughes Aircraft Final NASA Study Report, June 7, 1979

Table 4

The application of the average crossover distances to the total addressable 30/20 GHz satellite market is instrumental in determining the accessible market for the three pricing scenarios.

#### 6.3.5 Network Sizing Criteria

The previously outlined market analysis determined the total addressable market for 30/20 GHz satellite systems. At this point it was necessary to select the geographic coverage provided by the three earth station network sizes and develop the corresponding market values.

As previously discussed, three network sizes were to be identified for the specialized carrier or common network: minimum, most efficient and maximum. Each network size represent a 30/20 GHz system consisting of earth stations located in principal SMSA's and a number of subordinated SMSA's within a 50-65 mile radius.

##### 6.3.5.1 Minimum Earth Station Network

The minimum network size is defined as the smallest viable network based on geographical market coverage. From other common carrier experience it has become clear that a network serving only a few markets and offering limited market coverage could not remain viable. In the early years of the specialized microwave carriers, for example, it took time for them to expand their network coverage to sufficient geographical coverage to attract new customers. Large communications users have a need to communicate to most of the principal U.S. cities and normally will seek a competitively priced carrier which offers service to these largest 15-20 metropolitan areas.

From marketing experience, it was determined that the minimum required market coverage is 30% of the total accessible market. At a 30% coverage level almost all of the principal centers of business activity will be served. Accordingly, an analysis was conducted to determine the total number of SMSA market values necessary to generate a 30% market coverage. Results of that analysis are shown in Section 6.4.

##### 6.3.5.2 Maximum Network Size

Determination of the maximum or largest earth station network involved consideration of economic trade-offs. The dynamic programming techniques discussed in Section 5 (Computer Modelling) provided the foundation for the network sizing analysis. The computer modelling determined that with a total of 164 earth station SMSA's and the remaining 111 SMSA's subordinated to the 164 largest locations, 100% of the accessible market could be served.

The minimum market value threshold for each additional SMSA is shown with the three price alternatives.

<u>Service Price</u>	<u>Minimum Market Value/Earth Station Location</u>
. Equal to Ku-Band	.11%
. 20% Below Ku-Band	.10%
. 40% Below Ku-Band	.10%

The dynamic programming model which developed the incremental market values for the 164 earth station SMSA's indicated how far it was possible to go into the ranking before the minimum incremental market value per SMSA was no longer achieved. At that point where the last incremental SMSA added a duplex market value equal to the network minimum market value, the earth station network size was defined for all three pricing variations. These results are displayed in Section 6.4.

#### 6.3.5.3 Most Efficient Network Size

The earth station network which represents the most efficient size is the number of stations where each one incrementally generates sufficient traffic to economically justify it within a competitive carrier environment. An important element in this analysis was to attempt to define the extent of the competition in the 1990-2000 time period for 30/20 GHz markets.

A competitive market scenario was created in which as many as four specialized carriers will be operating 30/20 GHz satellite networks. It is foreseen that the need for greater capacity and the availability of this higher frequency spectrum may attract four major specialized carrier competitors.

A further effort is to define the relative market shares of each of these competitors for 30/20 GHz traffic. In the absence of any perceived clear-cut advantage one carrier may have over the others, it was decided that their respective market shares would be divided equally in fourths or 25% of the accessible market traffic in all locations served.

Thus, given a market environment, where, due to competition, only 25% of the accessible market was available to one specialized carrier network, a minimum traffic requirement level could be established for the smallest SMSA.

For the maximum network scenario, the minimum traffic level per location was converted into minimum market value per end location required to economically justify locating a 30/20 GHz common earth station in a SMSA. The most efficient network sizing minimum market value criteria was developed with the assumption that only one-fourth of the SMSA's accessible traffic would be available to justify locating the 30/20 GHz earth station. Therefore, the minimum market value per end location has been increased by a factor of four:

<u>Service Price</u>	<u>Minimum Market Value/Earth Station Location</u>
. Equal to Ku-Band	.44%
. 20% Below Ku-Band	.42%
. 40% Below Ku-Band	.40%

An analysis of the dynamic programming model of the 164 SMSA earth stations indicated the point at which the incremental market value of each SMSA could justify locating a 30/20 GHz earth station. At that number of earth stations, which was different for each of the three pricing alternatives, the smallest earth station would still have sufficient accessible market traffic to support it in a competitive market environment. The results of this scenario analysis are displayed in Section 6.4.

#### 6.4 Network Analysis Results

As a result of the previously outlined methodology, nine earth station network scenario sizes were developed. Each network covers a varying number of earth station locations and subordinated SMSA's representing different geographical area coverage. The market coverage represented by these common networks is expressed in terms of the proportion of the served accessible market. The market coverage also represents the satellite communications activity in the SMSA's being served by the common network earth stations. The 30/20 GHz market forecasts by service and peak load can be found in Section 8.

##### 6.4.1 Minimum Network Size

The minimum number of terminals for the smallest viable network was developed for the three service price alternatives to Ku-band.

A thorough analysis of the economics of operating a communications network combined with the number of major market demand centers in the U.S., indicate that about 30% of the accessible market represents the minimum viable coverage.

A satellite network must serve this minimum portion of the market to attract a sufficient number of customers and subsequent traffic load to its network.

The Market Distribution Model criteria for the minimum network size were set at identifying the number of SMSA's and subordinate locations within a 50 mile radius of the earth station which will cumulatively represent a 30% market value. The resulting analysis indicates that all three price variations a total of 16 earth station locations representing 52 SMSA's will yield a market value approximating 30%.

Figure 6 is a map of the U.S. which identifies the sixteen 30/20 GHz earth station selected locations. The Appendix contains the computer analysis for the minimum network model by principal and subordinate SMSA and their associated market values.

While the number of locations and the SMSA's are identical for all three crossover distances, there are two differences among the three networks. First, the SMSA order of ranking and individual market values change with the reduction in the crossover distance. For example, Houston is the 5th ranked earth station SMSA where the service price is equal to Ku-band (397 mile crossover) it dropped to 9th place when the service price is 20% below Ku-band (236 mile crossover). In effect, as the crossover mileage shrinks with service price reductions, the SMSA's in the densely packed Eastern Corridor increase in market value.

The second difference is a slight change in the cumulative market values of the 16 SMSA's (plus subordinates) between 1990 and 2000. Table 5 summarizes the cumulative market values for the common model variations in the year and service price level.

---

Common Network Model  
Minimum Network Size

	1990		2000	
	<u>No. E.S. Locations</u>	<u>Cumulative Mkt. Values</u>	<u>No. E.S. Locations</u>	<u>Cumulative Mkt. Values</u>
<u>Service Price</u>				
Equal to Ku	16	31.07%	16	30.88%
20% Below Ku	16	31.30%	16	31.14%
40% Below Ku	16	31.40%	16	31.19%

Table 5

---

MINIMUM NETWORK SIZE

30% MARKET VALUE

Map showing the United States with state boundaries and major cities marked. The map is oriented with the title 'MINIMUM NETWORK SIZE' on the left and '30% MARKET VALUE' on the right. Major cities marked with dots include S.F., L.A., DAL., HOU., MIA., ATL., CIN., DET., CHI., ST. L., PHIL., D.C., BOS., and N.Y. State names are labeled within their respective boundaries.

### 30% MARKET VALUE



#### 6.4.2 Maximum Network Size

The maximum network size employed a market analysis methodology which involved creation of an earth station site cost model to determine the smallest amount of traffic in an SMSA location to economically justify placement of a specialized carrier earth station. The smallest market values were also developed and displayed in Table 4.

Using the previously developed computer-based market model, the threshold point in the SMSA ranking was determined. The smallest market value for the last principal SMSA location was about .11% for each of the three service price variations. This represented a different number of earth stations, total SMSA's served and cumulative market value as shown in Tables 6 and 7. The apparent trend in these results is that as the service price and satellite crossover distances decline, the number of viable earth station locations and cumulative market value served increases. Thus, at a service price 40% below Ku-band, more than 82% of the market can be served, with the smallest or last ranked SMSA still generating a sufficient amount of traffic.

---

Common Network Model Maximum Network Size			
<u>Year 1990</u>			
<u>Service Price</u>	<u>No. Of Earth Stations</u>	<u>No. Of Total SMSA's</u>	<u>Cumulative Market Value</u>
Equal to Ku	80	174	60.30%
20% Below Ku	89	189	73.04%
40% Below Ku	99	203	82.26%

---

Table 6

---

---

Common Network Model  
Maximum Network Size

Year 2000

	<u>No. Of Earth Stations</u>	<u>No. Of SMSA's</u>	<u>Cumulative Market Values</u>
<u>Service Price</u>			
Equal to Ku	82	180	60.68%
20% Below Ku	90	191	73.16%
40% Below Ku	99	203	83.15%

Table 7

---

The individual names of the earth station locations are too numerous to display on a map but can be found along with their subordinated SMSA's and market values in the Appendix. The ranked order is based on the total market value of the principal SMSA plus all of its subordinates located within a 50+ mile radius for hubbing purposes.

#### 6.4.3 Most Efficient Network

The most efficient common network has been defined as one in which the smallest incremental SMSA generates sufficient communications traffic within a competitive carrier environment. In the selected competitive market scenario for the 30/20 GHz satellite market four carriers will be vying for an equal share of each principal SMSA. Therefore, the minimal amount of traffic per location will have to be four times larger than in the maximum network model. This roughly translates into a minimum market value for any SMSA of .44% of the accessible market.

A similar market analysis of the previously discussed market model yielded different numbers of SMSA's, each of which overcame the minimal traffic hurdle. Assuming each specialized carrier obtained an approximately equal market share of all served SMSA's, the number of earth stations contained in the most efficient common network will range from 28 to 36, depending on the service price alternative. These market value results for 1990 and 2000 are

displayed in Tables 8 and 9. The earth station locations are shown in Figure 7.

---

Common Network Model  
Most Efficient Network Size

Year 1990

	<u>No. Of Earth Stations</u>	<u>No. Of SMSA's</u>	<u>Cumulative Market Values</u>
<u>Service Price</u>			
Equal to Ku	28	95	35.46%
20% Below Ku	34	105	46.97%
40% Below Ku	36	113	53.47%

Table 8

---



---

Common Network Model  
Most Efficient Network Size

Year 2000

	<u>No. Of Earth Stations</u>	<u>No. Of SMSA's</u>	<u>Cumulative Market Values</u>
<u>Service Price</u>			
Equal to Ku	28	95	35.38%
20% Below Ku	34	105	46.86%
40% Below Ku	36	112	53.30

Table 9

---

# 30/20 GHz SATELLITE NETWORK COMMON EARTH STATION LOCATIONS MOST EFFICIENT NETWORK SIZE

(SERVICE PRICE 40% BELOW KU - BAND)

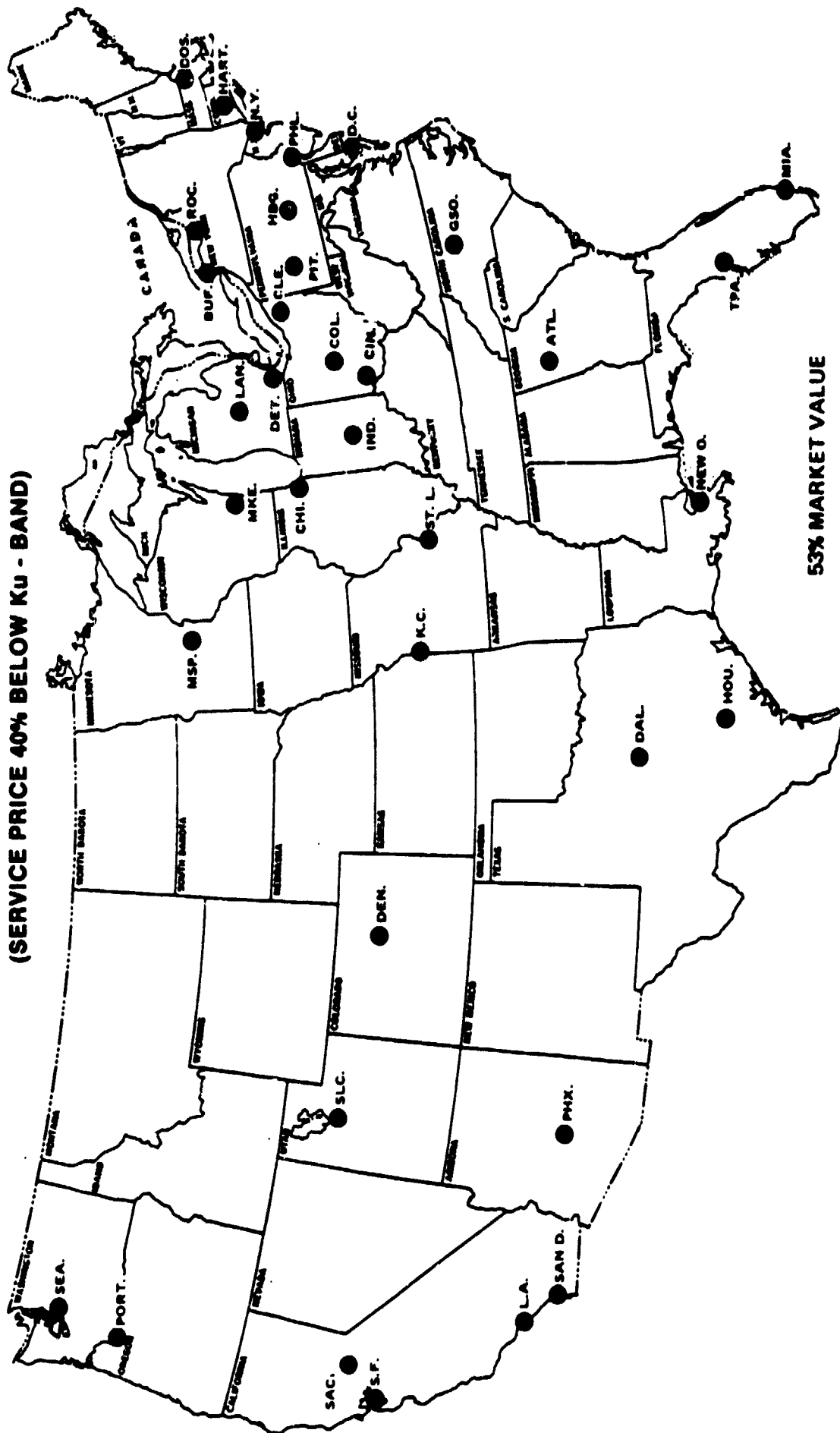


FIGURE 7

## SECTION 7

### TRUNKING NETWORK 30/20 GHz MARKET MODEL

#### 7.1 Network Definition

A public carrier or satellite trunking network can be characterized as a system composed of a limited number of high volume earth stations serving as an adjunct to an extensive terrestrial system. Such a satellite system could be used by a Bell-type carrier to off-load terrestrial facilities, carry high volume or wideband traffic or provide other services best suited for such a system (e.g. Broadcast, Audio and Video).

The public carrier network earth stations will have large traffic capacities, higher cost and locations only in the highest traffic volume areas.

The existence of extensive inter-SMSA terrestrial facilities will permit terrestrial extensions to a greater radius than was economically feasible for the specialized carrier, which owned none of these facilities.

The public carrier will have message toll service as its largest proportion of nationwide traffic.

#### 7.2 Methodology and Approach

Two market coverage models for the 30/20 GHz trunking network approach were analyzed. The first market model contained 10 earth station locations, the second contained 20 locations. Calculations of the respective market coverages and net accessible markets for each model were made, taking into account the terrestrial extensions necessary to reach the maximum market. Variations in service price were not considered because a public carrier's justification for use of a 30/20 GHz satellite system may have little to do with service price. For a public carrier, the use of a high capacity satellite system may be based on it providing network backup, the more efficient handling of specialized service, or competitive necessity.

The two key market parameters for the trunking network are the optimal selection of the SMSA earth station locations and the hubbing distance determination.

The Market Distribution Model was used for the earth station location selection and to rank the terminating traffic values for all 275 SMSA's in years 1990 and 2000. The numerical descending order for the trunking model was based on the weighting of five market databases:

- Business Telephones
- U.S. Population
- Computers
- TWX Billing Messages
- Manufacturing Shipments

A selection of the first ten and second ten most important locations was based upon a minimum of 235 mile separation between all earth station SMSA's. This distance factor represented two times the subordinate SMSA hubbing mileage (118 miles) and also permits separation of satellite beams if required. This criteria resulted in Philadelphia traffic hubbed to New York and San Diego traffic hubbed to Los Angeles.

The crossover distance for 30/20 GHz satellite trunking traffic was based on a simplified economic model. All trunking network traffic was assumed to be grouped in T-1 (1.544 Mbps) wideband channels. A comparison was made of the current satellite rate for a T-1 channel versus the projected year 2000 terrestrial T-1 rate. The economic model was developed to yield the maximum mileage distance where terrestrial hubbing would be more economically attractive than satellite interconnection. That distance was found to be 118 miles and is based on the data shown in Table 10.

---

#### Trunking Network Cost Model

Annual rate per 30/20 GHz T-1 channel	\$96,000 *
---------------------------------------	------------

Projected terrestrial T-1 rate

Fixed Charge:	\$24,000/year
Mileage Charge:	\$612/mile

Crossover Distance:	$\frac{\$96,000 - \$24,000}{\$612/\text{mile}} = 118 \text{ miles}$
---------------------	---

Table 10

---

\*Estimated T-1 30/20 GHz based on a parametric cost model prepared previously for NASA-LRC.

The 118 mile cost crossover represents the internal cost with appropriate incentive for a public carrier to divert suitable terrestrial traffic to more cost effective satellite facilities. Therefore, in most cases, any SMSA within a 0-117 mile distance of an earth station location will be hubbed terrestrially to that station. An SMSA market value threshold was developed so that any SMSA with a higher market value which is within a 118-165 mile radius would be included in the value for the earth station SMSA. The market value threshold was based on a minimum market size which warranted extension to an outer limit of 165 miles. This threshold was established at a 0.1% market value which was determined on the basis of market judgement of traffic thresholds.

Through this selection process of optimum locations for 10 and 20 trunking earth stations, along with extending coverage to the subordinate SMSA's, two carrier network models were created for years 1990 and 2000. The largest market value coverage of the accessible 30/20 GHz market was obtained for these network sizes as a result. The market sizing process for the public carrier network is shown in Figure 8.

### 7.3 Network Analysis Results

Two trunking earth station network models were created as a result of the previous methodology. The market coverage of these networks is expressed in terms of the proportion of the served accessible market. The market values also represent the satellite communications activity being served by the trunking network earth stations. The 30/20 GHz market forecasts by service and peak traffic load is presented in Section 8.

#### 7.3.1 Ten Earth Station Network

The ten earth station locations selected for the trunking network are displayed in Figure 9. These locations, representing the optimum market coverage, are:

- |                     |                  |
|---------------------|------------------|
| 1. New York         | 6. San Francisco |
| 2. Los Angeles      | 7. Boston        |
| 3. Chicago          | 8. Cincinnati    |
| 4. Detroit          | 9. Atlanta       |
| 5. Washington, D.C. | 10. Houston      |

# PUBLIC CARRIER NETWORK MARKET SIZING

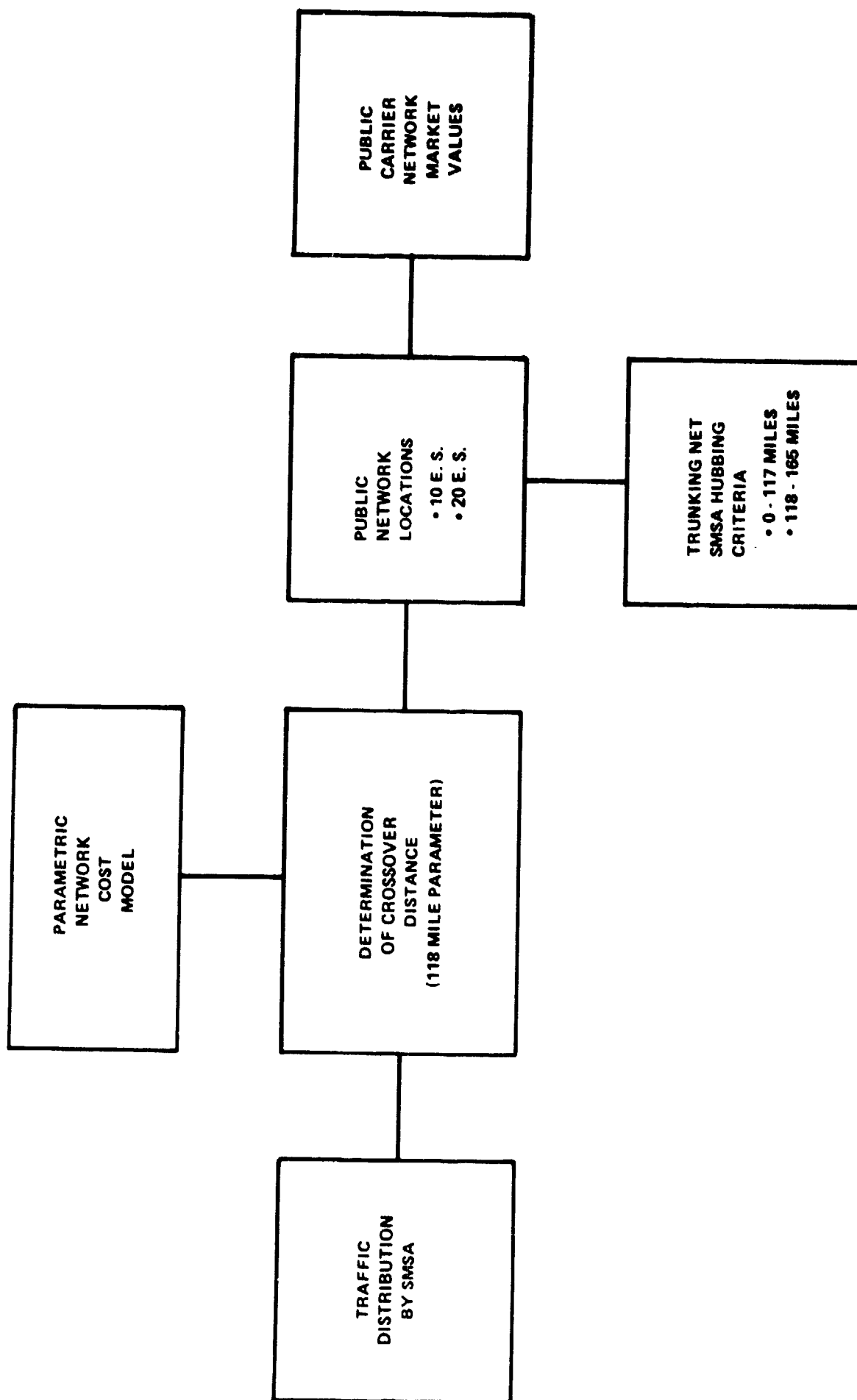
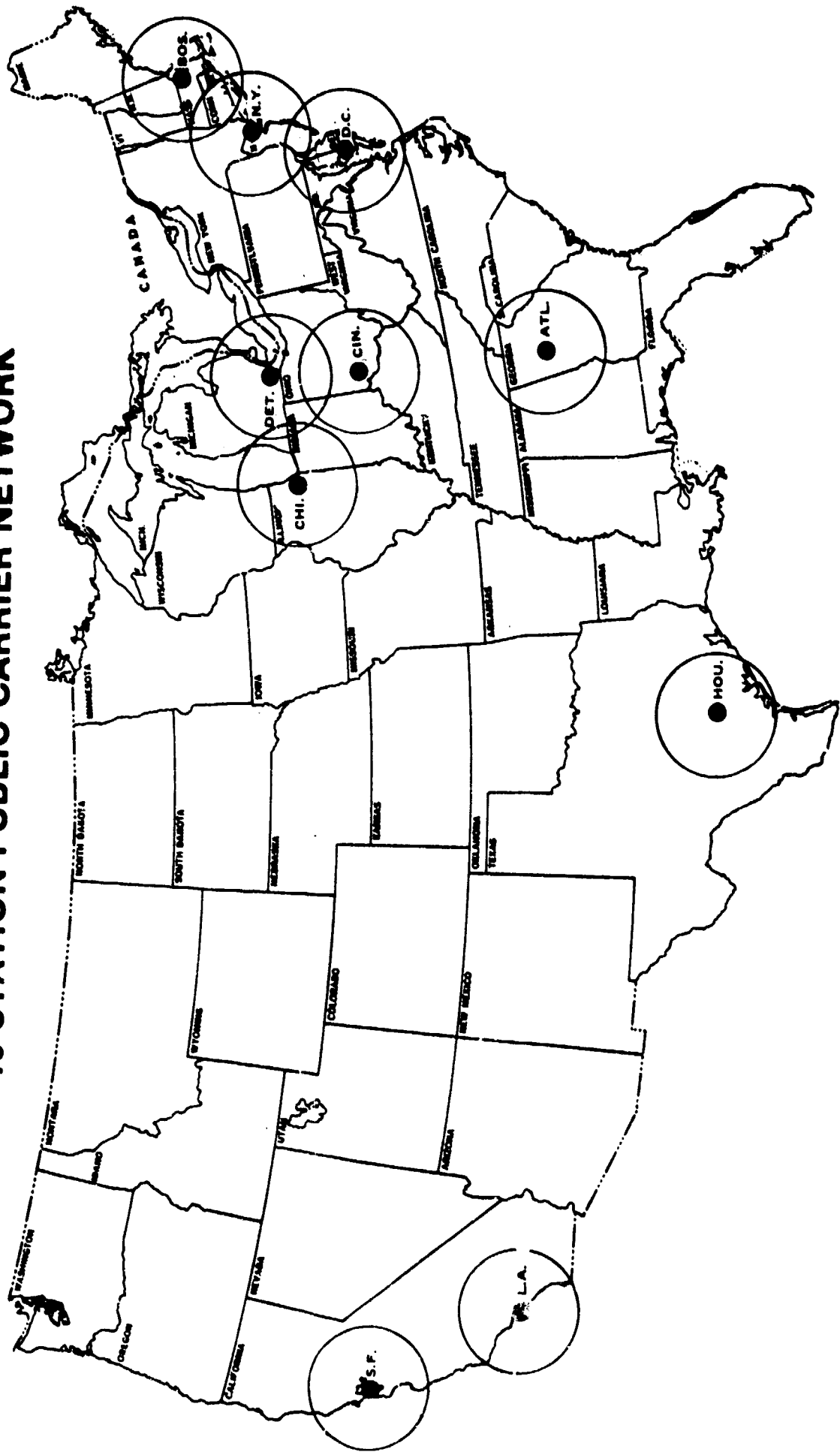


FIGURE 8



**30/20 GHz SATELLITE NETWORK  
TRUNKING EARTH STATION LOCATIONS  
10 STATION PUBLIC CARRIER NETWORK**



The 10 locations plus their subordinate SMSA's would provide market coverage for more than 34% of the accessible market. In addition to the ten principal locations, a total of 117 subordinate SMSA's would be interconnected to the trunking network. The market values for both 1990 and 2000, produced as a print-out from the Market Distribution Model, are in the Appendix.

### 7.3.2 Twenty Earth Station Network

The optimal 20 trunking earth station's approximate geographical coverages are shown in Figure 10. It was determined that the first 10 stations were identical in both the twenty and ten station model because of their very large market values. However, the market values for these top ten locations were greater in the twenty station network because their universe of communications (19 other stations plus their subordinate SMSA's) is larger than the ten station network. For example, New York and its subordinate SMSA's have a market value of 7.5% in the ten station model and 9.8% in the larger model.

The twenty earth station locations selected for the trunking model are:

- |                     |                 |
|---------------------|-----------------|
| 1. New York         | 11. Pittsburgh  |
| 2. Los Angeles      | 12. Dallas      |
| 3. Chicago          | 13. Miami       |
| 4. Detroit          | 14. Tampa       |
| 5. Washington, D.C. | 15. Minneapolis |
| 6. San Francisco    | 16. St. Louis   |
| 7. Cincinnati       | 17. Denver      |
| 8. Boston           | 18. Buffalo     |
| 9. Atlanta          | 19. Kansas City |
| 10. Houston         | 20. Seattle     |

The 20 locations plus their 148 subordinate SMSA's provide market coverage of more than 56% of the accessible satellite market. The market model printouts for 1990 and 2000 are in the Appendix.



## SECTION 8

### NET ACCESSIBLE 30/20 GHz MARKET

#### 8.1 Market Definition

Development of the Net Accessible Market for 30/20 GHz systems began with the net addressable market forecast presented in Task 6C and Appendix G of the Phase I study. That forecast incorporated a number of factors which rendered the total satellite traffic more suitable for a 30/20 GHz system. Principal among them are operational characteristics such as weather induced service outages, technical considerations such as message distribution and economic decisions based on the comparative prices for all service alternatives.

It was recognized that the type of services likely to be carried on trunking networks is likely to differ from those carried on common networks. For example, a high proportion of MTS business and residential traffic will be carried on a trunking network, whereas the common network may carry little or none. Therefore, a different mixture of service volumes was developed for each network.

The existence of an operating 30/20 GHz satellite system was assumed to have an impact on the market demand for such a system. This assumption has been validated by earlier satellite systems and services where demand was stimulated simply by the existence and user awareness of a new service mode. The effect of implementation and general availability of 30/20 GHz systems during the 1990's was to lower the demand in 1990 and to increase it in the year 2000.

Application of these factors to the Scenario 2 net addressable market resulted in the traffic volumes shown in Table 10 for the specialized carrier and in Table 11 for the public carrier. The net accessible market for each type of network is very close in overall traffic volume but do exhibit variations in service mix. Conversion of individual service units to Megabits per second (MBPS) is based on the same criteria previously specified in Task 6C of the Phase I study.

#### 8.2 Market Development

Both the specialized and public carrier accessible 30/20 GHz markets were developed from the same source: the net addressable market traffic forecast prepared for Task 6C of the Phase I market study. In that task effort three market scenarios for the 30/20 GHz satellite market were created. Scenario 2, which assumed a service price equal to Ku-band and a lower service quality, was selected as the basis for the accessible market development.

# TOTAL ACCESSIBLE MARKET TRAFFIC

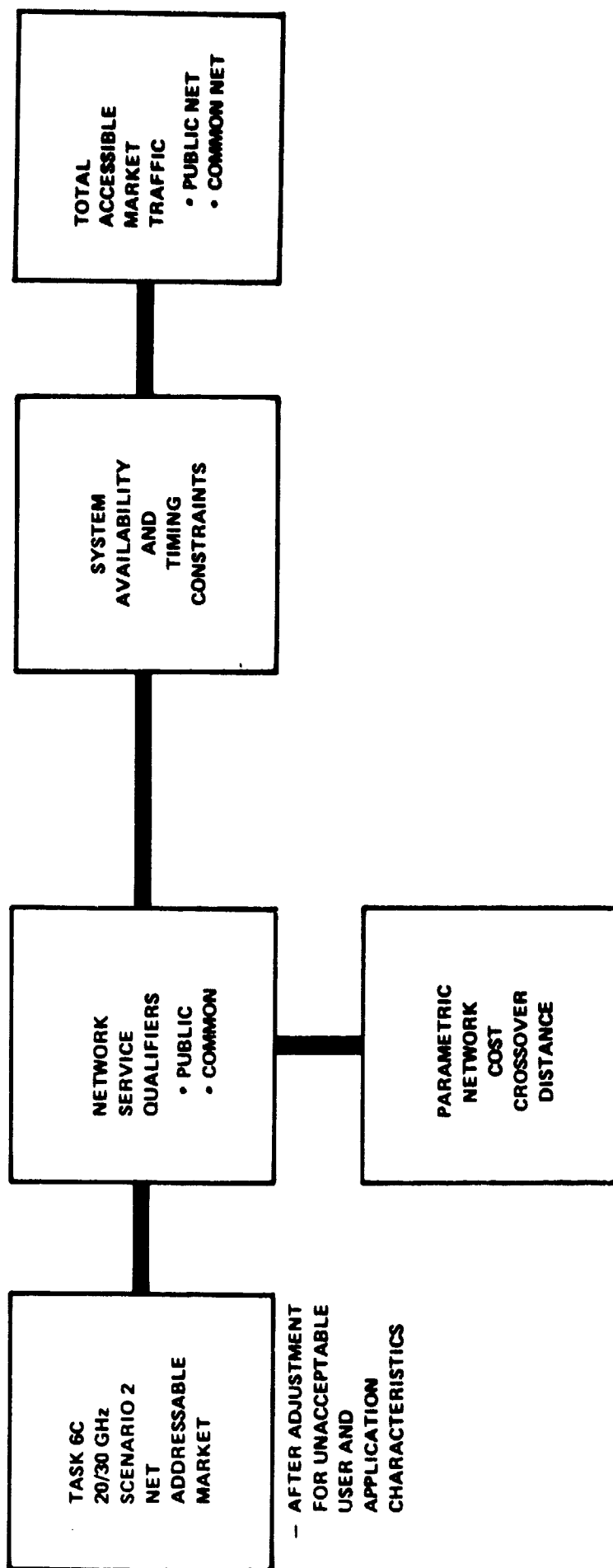


FIGURE 11

30/20 GHz Specialized Carrier  
Total Accessible Market Demand Traffic

	<u>1990</u>		<u>2000</u>	
<u>Data (Terabits)</u>		<u>Mbps.</u>		<u>Mbps</u>
. Data Transmission	2669		12,491	
. Electronic Mail	720		1,838	
. Electronic Funds Transfer	19		115	
. Miscellaneous	<u>156</u>		<u>694</u>	
TOTAL	3564	(1753) 9.6%	15,138	(6766) 12.1%
 <u>Voice (Half Circuits)</u>				
. Private Line	456,000		1,262,500	
. MTS-Business	17,500		152,500	
. Miscellaneous	<u>4,000</u>		<u>10,500</u>	
TOTAL	477,500	(15280) 83.6%	1,425,500	(45616) 81.7%
 <u>Video (Transponders)</u>				
. Network	0.2		0.7	
. Occasional	0.8		1.6	
. CATV	6.2		9.6	
. Teleconference	<u>17.8</u>		<u>57.4</u>	
TOTAL	25.0	(1250) 6.8%	69.3	(3465) 6.2%
		<u>(18283)</u>		<u>(55847)</u>

Table 10

30/20 GHz Public Carrier Network  
Total Accessible Market Demand Traffic

<u>Data (Terabits)</u>	<u>1990</u>	<u>Mbps</u>	<u>2000</u>	<u>Mbps</u>
. Data Transmission	2956		13,879	
. Electronic Mail	1440		3,696	
. Electronic Funds Transfer	96		576	
. Miscellaneous	<u>156</u>		<u>694</u>	
TOTAL	4648	(2291) 12.5%	18,845	(8415) 15.4%
<u>Voice (Half Circuits)</u>				
. Private Line	456,000		1,262,500	
. MTS-Business	-		38,000	
. MTS-Public	-		23,500	
. Miscellaneous	<u>4,000</u>		<u>10,500</u>	
TOTAL	460,000	(14720) 80.6%	1,334,500	(42704) 78.2%
<u>Video (Transponders)</u>				
. Network	0.2		0.7	
. Occasional	0.8		1.6	
. CATV	6.2		9.6	
. Teleconference	<u>17.8</u>		<u>57.4</u>	
TOTAL	25.0	(1250) 6.9%	69.3	(3465) 6.4%
		<u>(18261)</u>		<u>(54584)</u>

Table 11

Figure 12 shows the final step in development of the 30/20 GHz net accessible market. This step is the application of the market values obtained in the network sizing efforts discussed in Section 6 and 7 to the accessible market demand traffic. The addressable market assumes nationwide geographic coverage, whereas the cumulative market values for each network reflect only the markets actually served by the 30/20 GHz earth stations and their subordinate SMSA's. By applying the market values, defined by specific geographic coverage for each of the eleven earth station networks, the net accessible market forecasts for 1990 and 2000 were developed.

### 8.3 Specialized Carrier Common Network Market Forecasts

A total of nine network scenarios were developed which dealt with variations in service price and earth station network size. The market values discussed in Section 6.4 (Network Analysis Results) were separately applied to the 30/20 GHz common network addressable market demand in a similar manner by service. The result was a series of forecasts of the 30/20 GHz common network's net accessible service demand. Service demand has been expressed in the associated service units of volume: terabits for data services, half circuits for voice services, and wideband channels for video services.

Analysis of the 30/20 GHz specialized carrier indicates that voice traffic will be the dominant service for the foreseeable future. The specialized carrier voice traffic will contain a combination of MTS business traffic and switched private line services. These customers would be more likely to accept reduced quality (higher outages) service at considerably reduced prices. Consequently, voice channels (at 32 Kbps per half circuit) will tend to dominate the market accessible by common networks.

The accessible market forecasts for the nine common networks by service for year 2000 are shown in Table 12. It shows that the number of half voice circuits increases dramatically between the minimum network size (with a 31% market coverage) and the maximum network size (covering 60% of the addressable market). The impact of the service price reduction from the Ku-band service level is also shown. For the most efficient size network, a price 20% below Ku-band increases the market size by 50.7%. The relative proportions of the net accessible market where price is 20% less than Ku-band for the most efficient market is shown in Figure 13.

Conversion of the individual service units to Mbps was based on the same conversion factors explained in Task 5C, Phase I study. Re-



# 30/20 GHz NET ACCESSIBLE MARKET FORECAST

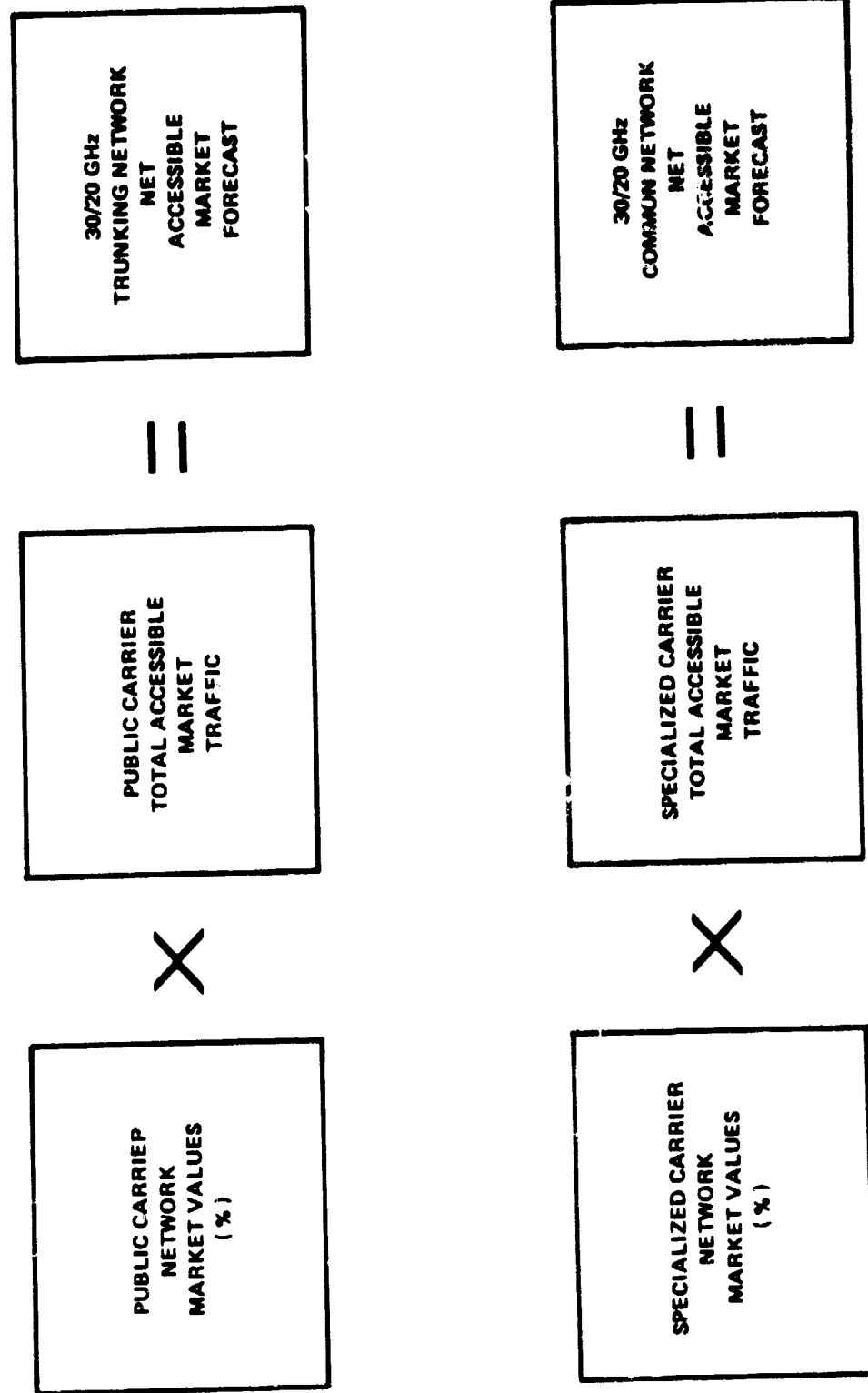


FIGURE 12

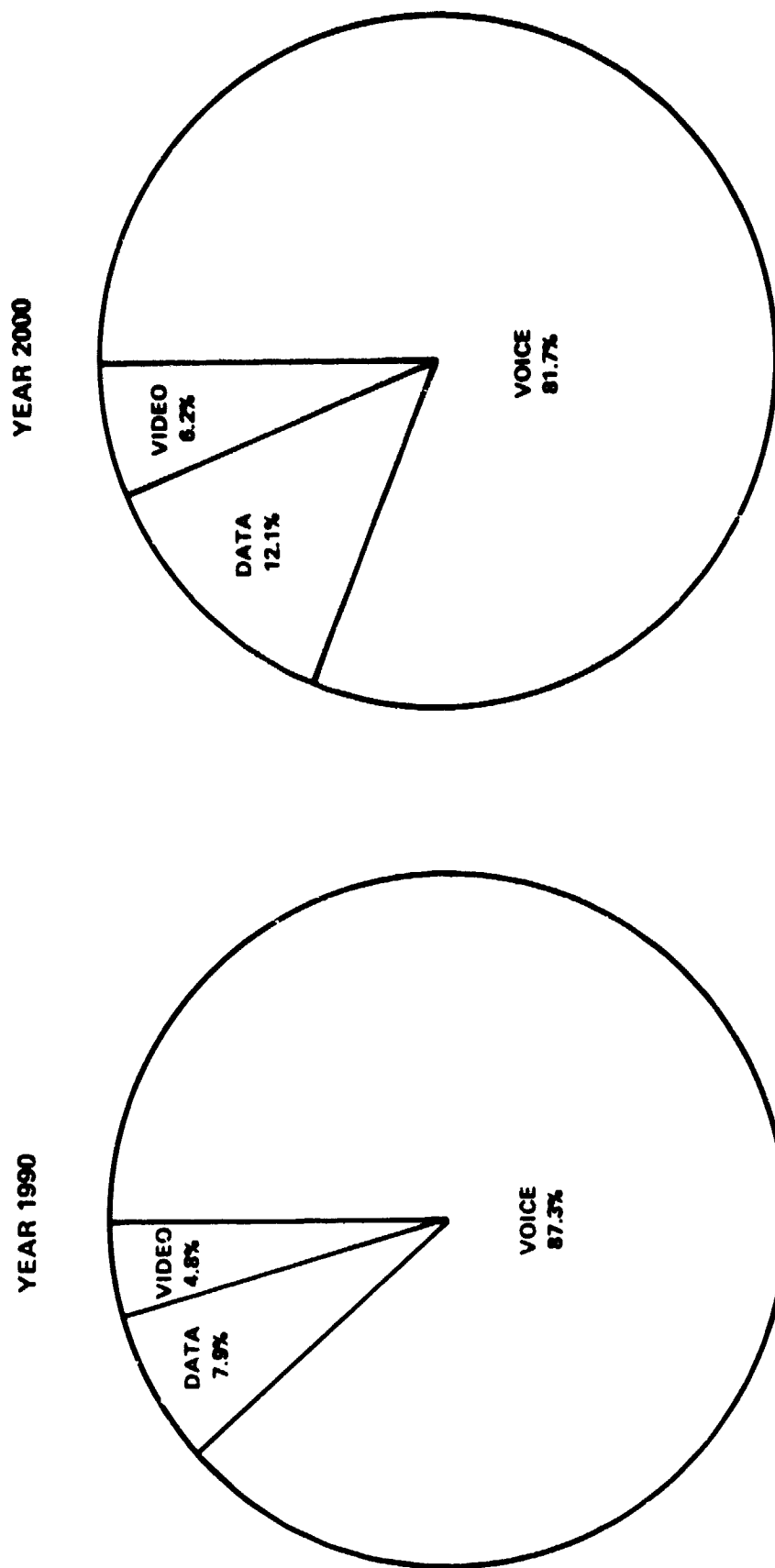
30/20 GHz Common Network  
Net Accessible Market Service Demand

Year 2000

<u>Market /Network Scenario/ Size</u>	<u>Data (Terabits/Year)</u>	<u>Voice (Half Circuits)</u>	<u>Video (Wideband Channels)</u>
<u>Price = Ku-Band</u>			
Minimum Network	4676	890,000	21.4
Most Efficient Network	5356	1,008,000	24.5
Maximum Network	9185	1,729,000	42.0
<u>Price 20% Ku-Band</u>			
Minimum Network	4714	888,000	21.6
Most Efficient Network	7092	1,335,000	32.5
Maximum Network	11,075	2,085,000	50.7
<u>Price 40% Ku-Band</u>			
Minimum Network	4700	885,000	21.5
Most Efficient Network	8069	1,519,000	36.9
Maximum Network	12,587	2,370,000	57.6

Table 12

**30/20 GHz COMMON NETWORK  
NET ACCESSIBLE MARKET  
MOST EFFICIENT NETWORK  
PRICE 20% BELOW KU-BAND**



**FIGURE 13**

sults of these conversions can be seen in Table 13 for the service price equal to Ku-band; Table 14 for price 20% below Ku-band. A summary comparison of the three common networks market traffic is displayed in Figure 14.

In Table 13, voice services represent the largest market traffic; 81.7% of total Mbps demand. A comparison of the three network sizes indicates that the maximum network size, which contains 80 earth stations, has about twice the net accessible market as the minimum network. This should be compared with the fact that there are five times the number of earth stations in the maximum network scenario.

In Table 14, the most efficient network has a net accessible market in year 2000 which is 50% greater than the minimum network, while its earth stations number 34, approximately twice as large as the smaller network. Table 15 indicates that the maximum networks' total demand is 167% greater than the minimum network while the comparison of the number of earth stations, 99 versus 16, shows a much higher ratio. This analysis indicates that a significant fall-off begins to occur after the 20-25 largest markets are covered; incremental earth stations add proportionally smaller market traffic.

#### 8.4 Public Carrier Trunking Network Market Forecasts

The net accessible market for the trunking network is heavily oriented to voice services, especially Message Toll Service. It is also characterized as concentrated in large population centers because much of the traffic is between and among regional centers. There are also more subordinate SMSA's terrestrially connected to the SMSA's containing earth stations for satellite transmission.

Traffic forecasts for the trunking network are expressed in two measures of traffic volume: specific service units (i.e., terabits, half circuits, wideband channels), and in peak hour megabits per seconds. The conversion factors from service units to Mbps are the same as those used in Task 5C, Phase I study.

The 10 trunking station market demand is displayed in Table 16 for the years 1990 and 2000. A large growth in this ten year span is projected for the data services market segments, achieving almost a quadrupling in size. The voice services accessible market is growing at a smaller rate of 11% because MTS, while starting from a much larger base, is projected to grow at an annual rate of 8.5%. The impact of these relative service proportions is shown in Figure 15.

Table 17 displays the 20 trunking station network market projections by service. Once again, the data services accessible market is the fastest growing segment. Note also, that the twenty station market is not twice the size of the ten station market. This happens because the additional ten earth station locations do not contribute a market value equal to the first ten largest locations. The total market value for the ten station model is 34.3%; the 11-20 stations in the twenty earth station model have a total incremental market value of 12.8%.

**Common Network Net Accessible Market**  
**Year 2000 Service Demand**

MBPS

	Price = Ku-Band			<u>Total Demand</u>
	<u>Data Services</u>	<u>Voice Services</u>	<u>Video Services</u>	
Minimum Network	2090	14090	1065	17245
Most Efficient Network	2394	16139	1225	19758
Maximum Network	4105	27679	2104	33888

Table 13

Common Network Net Accessible Market  
Year 2000 Service Demand

	<u>MBPS</u>		<u>Total Demand</u>
	<u>Data Services</u>	<u>Price 20% Below Ku-Band Voice Services</u>	
Minimum Network	2106	14202	17385
Most Efficient Network	3170	21374	26164
Maximum Network	4950	33372	40857

Table 14

Common Network Net Accessible Market  
Year 2000 Service Demand

	<u>MBPS</u>		<u>Total Demand</u>
	<u>Data Services</u>	<u>Price 40% Below Ku-Band Voice Services</u>	<u>Video Services</u>
Minimum Network	2101	14165	1076
Most Efficient Network	3606	24313	1847
Maximum Network	5626	37929	2882
			46437

Table 15

# 30/20 GHz COMMON NETWORK NET ACCESSIBLE MARKET TRAFFIC YEAR 2000

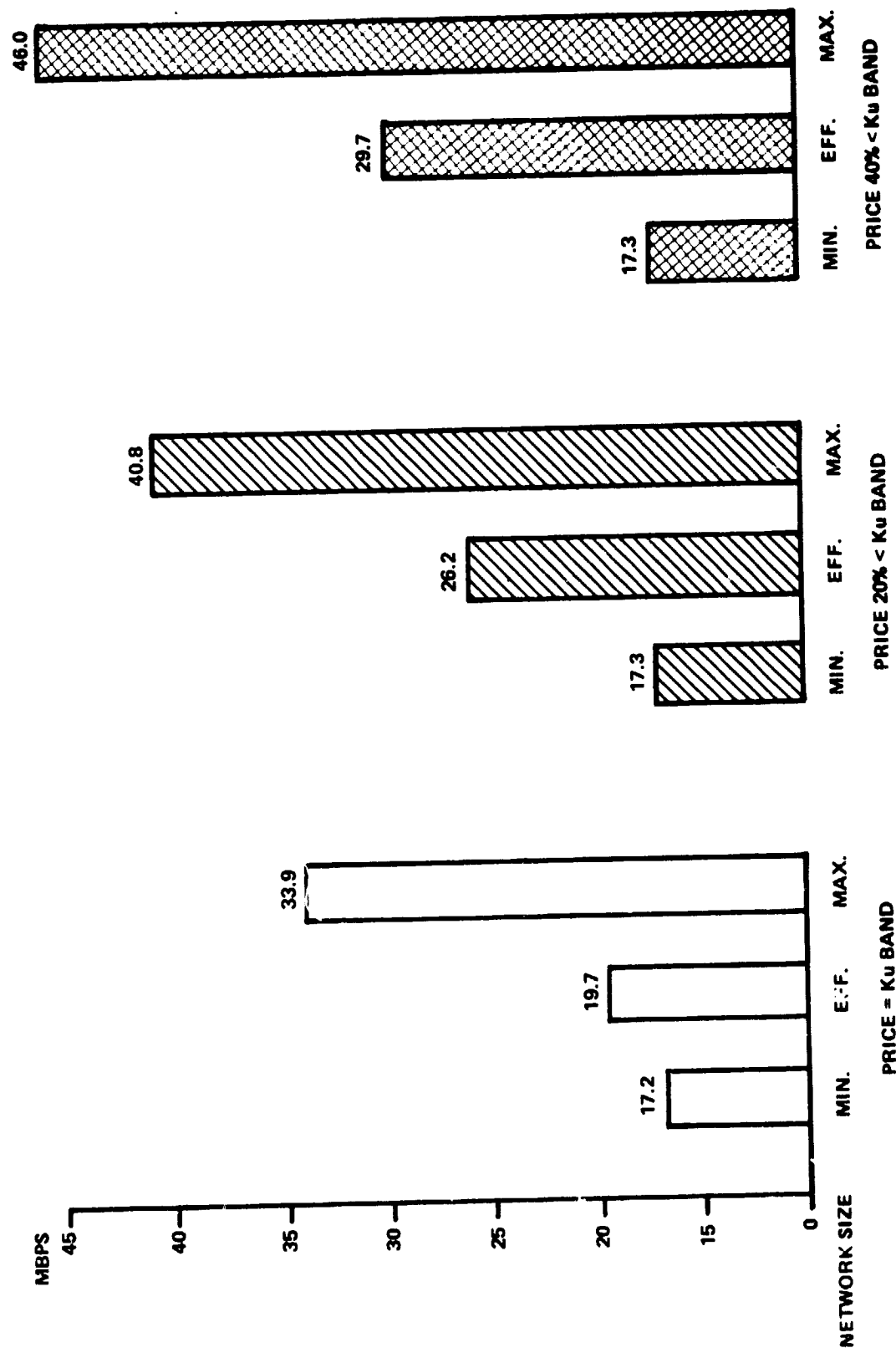


FIGURE 14

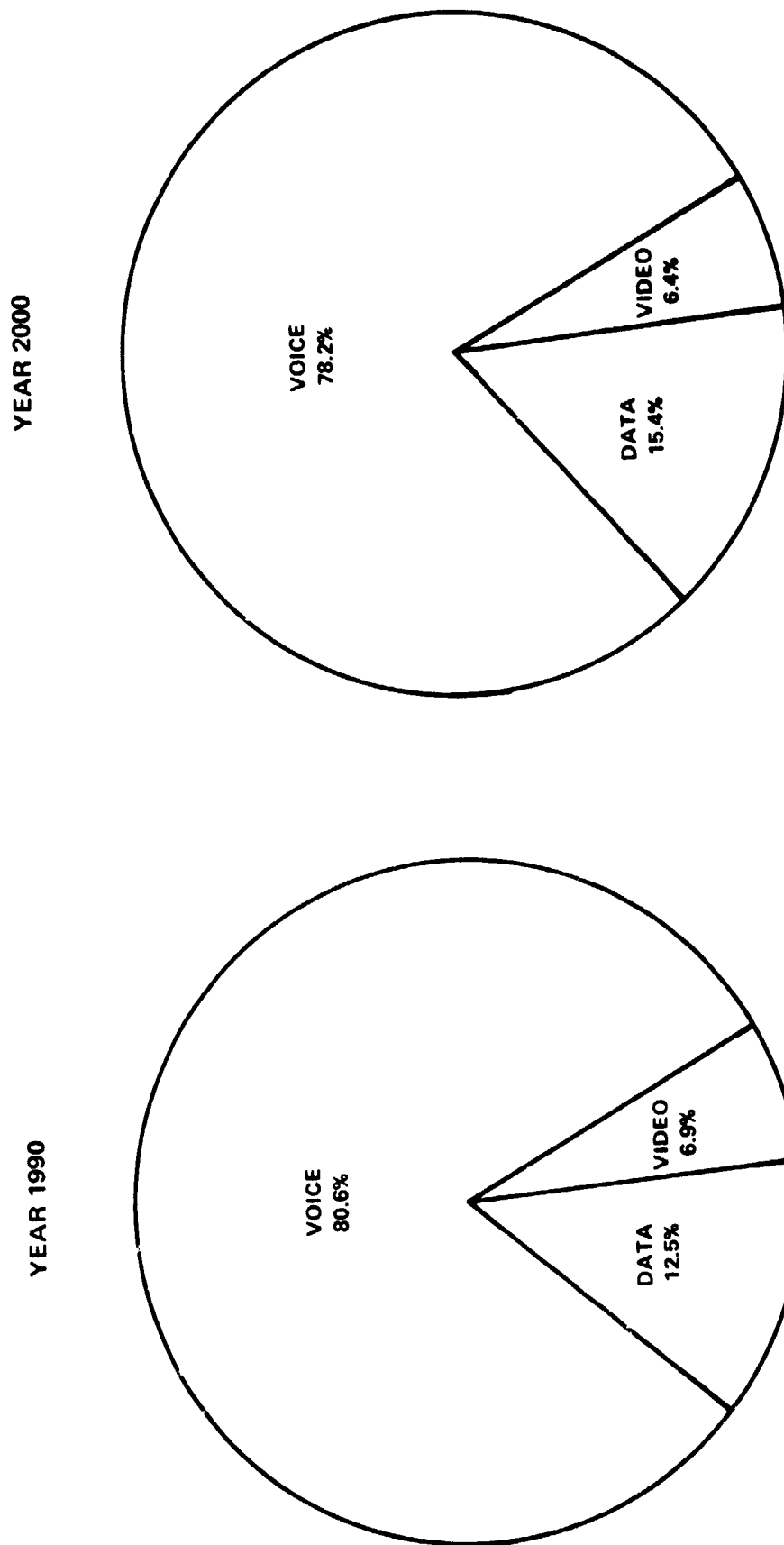


30/20 GHz Trunking Network  
 Net Accessible Market Demand  
10 Station Network

<u>Service</u>	<u>1990</u>	<u>2000</u>
Data (Terabits/Year)	1625	6455
Voice (Half Circuits)	321,000	915,000
Video (Wideband Channels)	9	24

Table 16

**30/20 GHz TRUNKING NETWORK  
RELATIVE MARKET SEGMENTS  
NET ACCESSIBLE MARKET**



**FIGURE 15**

30/20 GHz Trunking Network  
Net Accessible Market Demand  
20 Station Network

<u>Service</u>	<u>1990</u>	<u>2000</u>
Data (Terabits/Year)	2658	10651
Voice (Half Circuits)	525,000	1,510,000
Video (Wideband Channels)	14	39

Table 17

The conversion of the net accessible market by service to peak hour megabits per second resulted in Tables 18 and 19. Table 18 compares the 10 and 20 station networks for year 1990. Table 19 compares the same two network sizes for year 2000. Figure 16 provides a similar comparison. The 30/20 GHz net accessible market for trunking networks is projected to triple between 1990 and year 2000. This is mostly due to the expected rapid growth in voice and data services. Voice services traffic is projected to grow at a 12.5% Average Annual Growth Rate, Compounded (AAGR) while data services traffic is projected to grow even faster, at a 16.5% AAGR.

As was discussed previously, the total net accessible market of 10.3 Gbps (1990) or 30.9 Gbps (2000) represent a market that could be accessed by a 30/20 GHz trunking system. The actual traffic carried on such a system by a public carrier may differ as a result of considerations other than market accessibility.

30/20 GHz Trunking Network  
Net Accessible Market Traffic  
Year 1990

(MBPS)

<u>Service</u>	<u>10 Station Network</u>	<u>20 Station Network</u>
Data	718	1188
Voice	5136	8400
Video	450	700
TOTAL	<u>6304</u>	<u>10288</u>
	TOTAL	TOTAL

Table 18

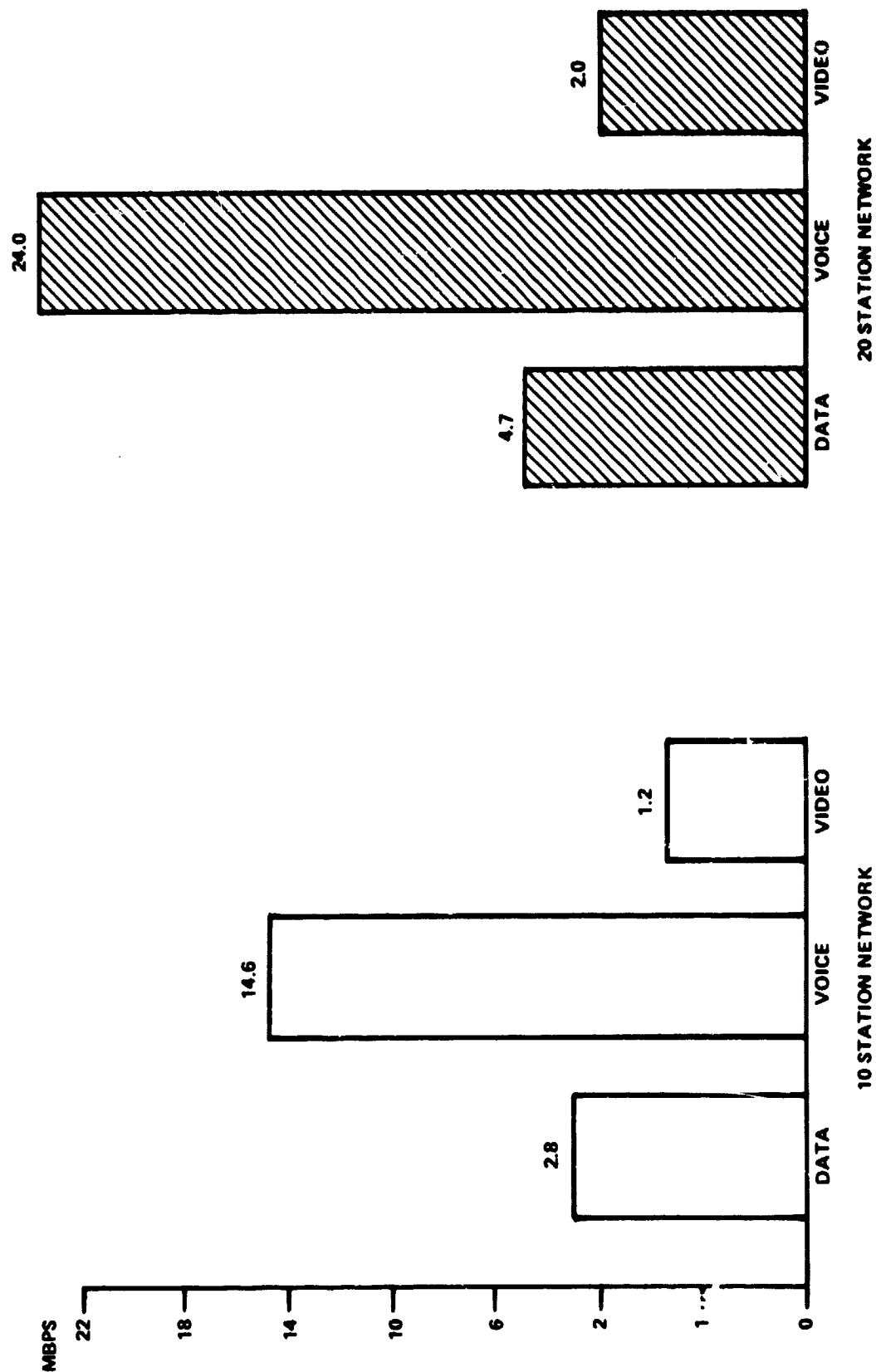
30/20 GHz Trunking Network  
 Net Accessible Market Traffic  
Year 2000

(MBPS)

<u>Service</u>	<u>10 Station Network</u>	<u>20 Station Network</u>
Data	2855	4761
Voice	14643	24162
Video	1188	1960
TOTAL	<u>18686</u>	<u>30883</u>
		TOTAL

Table 19

# 30/20 GHz TRUNKING NETWORK NET ACCESSIBLE MARKET TRAFFIC YEAR 2000



## SECTION 9

### CONCLUSIONS

Several overview statements can be made as a result of performing this 30/20 GHz satellite market study. These comments are derived both as a result of performing the research as well as examining the model's traffic forecast results.

1. The net accessible market, in total, should only be used as a rough measure of the potential amount of traffic placed on 30/20 GHz satellite systems. A number of non-marketing considerations may affect the actual size of a single satellite system. These considerations were previously identified in 4.2.
2. Competitive factors may play a large role in the use of 30/20 GHz frequencies and the amount of traffic any single carrier may have on its network.
3. Future service price for 30/20 GHz satellite services will have a major impact on market demand. Service price equal to or higher than Ku-band will delay demand for the higher frequency services, especially if service quality is lower than Ku-band.
4. It is interesting that the maximum common network market (with price equal to Ku-band) is only slightly larger (33 Mbps vs. 30 Mbps) than the larger trunking network's market. This is despite the fact the maximum common network contains 80 earth stations versus 20 trunking earth stations.
5. Regardless of the market penetration levels achieved by the common or trunking network carriers, the model's earth station locations are likely to be those selected by the satellite carriers. Whether a small network of 10-16 stations or a large network consisting of 80 stations, the market modelling efforts have produced the sites of greatest market value for future satellite systems.



## APPENDIX

The purpose of the Appendix is to provide a level of in-depth information which is too detailed for the main report. The Appendix contains two sections, both dealing with computer printouts which were developed by the two marketing models. The first section contains the satellite system service cost and crossover distance calculations derived from the parametric network cost model. The second section contains the individual network scenario market values for both the common and trunking network models. References to these reports have been made in the main study volume.

### Section I - Parametric Cost Model Results

A parametric cost model was created for the specialized carrier network scenarios to account for a larger number of earth stations and higher operating efficiency than was assumed in the Phase I study parametric cost model. The specialized carrier satellite cost model contained 40 earth stations which fits well into the size of the most efficient common network. Crossover distances were determined where terrestrial costs were 20% higher than 30/20 GHz system service costs for three cases: service price equal to Ku-band, 20% below and 40% below Ku-band.

The results of the service price distance crossover model for year 2000 were displayed in the main report. The following charts show the details of the parametric cost model for both years 1990 and 2000 and the 20% and 40% below Ku-band crossover distance comparisons.

It should be noted that while it appears that the total cost for each end-to-end channel remains unchanged in the three price variation cases, internally the model adjusted the end cost to reflect the reduced satellite rate and the corresponding crossover distance.

### Section II - Market Distribution Model Market Values

The Market Distribution Model was used to reflect a set of criteria established for both the specialized and public carrier networks. These criteria dealt with mileage distance crossovers and length of hubbing extensions for terrestrial interconnection to earth station location. The results were developed in the form of market values, the proportion of the total market served by the principal or earth station SMSA plus its subordinate SMSA's.

#### A. Trunking Network Models

There are four reports of the resulting market values shown on the following computer generated displays. These cases deal with the 10 and 20 earth station models for the two years 1990 and 2000.

Each report shows the principal or earth station location, ranked by its total market value, including the number of subordinates. The subordinate SMSA's and their distance to the earth station and their individual market values are also displayed. Also provided is the cumulative market value of the earth stations and subordinate locations as the ranking continues lower. The cumulative value shown for the last principal location is the total market values for the entire network.

#### B. Common Network Models

A total of nine common network market models were developed to generate the various network size combinations. The following reports are grouped by network size model: minimum networks, most efficient networks, and maximum networks. For each network grouping the three price alternatives have also been generated.

The market values increase in a corresponding manner to the growth in the size of the network. New York and its subordinate SMSA's, for example, have a market value of 3.7% in the minimum network model, a 3.9% market value in the most efficient network model, and grows to a 5.1% value in the maximum network model.

As before, the cumulative market value for the ranked group of earth station locations is provided at each point in the ranking.

The sequential ordering of the nine computer generated reports are:

- . Minimum Network
  - Price = Ku-band
  - Price 20% below
  - Price 40% below
- . Most Efficient Network
  - Equal Ku-band
  - 20% below
  - 40% below
- . Maximum Network
  - Equal Ku-band
  - 20% below
  - 40% below

APPENDIX

## PARAMETRIC FACILITY COST MODEL

=====

CROSSOVER DISTANCES WHERE  
 TERRESTRIAL COSTS ARE 20%+ HIGHER THAN SATELLITE COSTS AND  
 SATELLITE PRICING EQUAL TO KU-BAND  
 YEAR 1990

MODEL	YEAR	E S SYSTEM	SPEED	WEIGHT	ESTEL	CHAN/ES	SPACE	CH COST	TOTAL	TOTAL/CH	LOOP	CH+LOOP	X DIST
40 F S	1990	C - BAND TDMA	VOICE	64.94	9566909	265	2597403	922522	13086833	2469	1122	3591	350
40 E S	1990	C - BAND FDM	VOICE	34.37	3892843	265	2199455	3500640	9572939	1810	1122	2932	240
40 E S	1990	K - BAND TDMA	VOICE	64.94	7600675	265	6168831	1029600	14799106	2792	1122	3914	100
40 E S	1990	K - BAND FDM	VOICE	34.37	2861299	265	5223706	3500640	11585645	2186	1122	3308	300
40 E S	1990	C - BAND TDMA	300 B	13.99	2061398	571	559667	7380173	10001238	876	638	1514	40
40 E S	1990	C - BAND FDM	300 B	7.41	838798	571	473920	7947878	9260596	811	638	1449	30
40 E S	1990	K - BAND TDMA	300 B	13.99	1637730	571	1329209	7380173	10347112	906	638	1544	40
40 E S	1990	K - BAND FDM	300 B	7.41	616529	571	1125561	7947878	9689968	849	638	1487	30
40 C S	1990	C - BAND TDMA	9.6KE	12.99	1913382	53	519481	2016538	4449400	4198	1996	6194	0
40 E S	1990	C - BAND FDM	9.6KE	6.87	778569	53	439891	2528856	3747316	3535	1996	5531	0
40 E S	1990	K - BAND TDMA	9.6KE	12.99	1520135	53	1233766	2037816	4791717	4520	7548	12068	930
40 E S	1990	K - BAND FDM	9.6KE	6.87	572260	53	1044741	2528856	4145857	3911	7548	11459	830
40 E S	1990	C - BAND TDMA	56 KB	8.00	1191351	33	323450	337075	1851876	2806	22580	25386	260
40 E S	1990	C - BAND FDM	56 KB	51.76	5817230	33	3286733	5918880	15023843	22762	22580	45342	940
40 E S	1990	K - BAND TDMA	56 KB	8.09	946490	33	768194	376200	2070893	3168	22580	25748	270
40 E S	1990	K - BAND FDM	56 KB	51.36	4275752	33	7805991	5918880	18006624	27274	22580	49854	1160

ORIGINAL PAGE IS  
 OF POOR QUALITY

## PARAMETRIC FACILITY COST MODEL

CROSSOVER DISTANCES WHERE

TERRESTRIAL COSTS ARE 20% HIGHER THAN SATELLITE COSTS AND  
 SATELLITE PRICING 20% LESS THAN KU-BAND  
 YEAR 2000

MODEL	YEAR	E S SYSTEM	SPEED	WEIGHT	ESTEL	CHAN/ES	SPACE	CH COST	TOTAL	TOTAL/CH	LOOP	CH+LOOP	X DIST
40 E S 2000 C - BAND TDMA VOICE	2000	C - BAND TDMA VOICE	49.98	6684383	204	1999020	569856	9253259	2268	1122	3390	200	
40 E S 2000 C - BAND FDM VOICE	2000	C - BAND FDM VOICE	18.90	2011366	204	1663454	2162400	5837220	1431	1122	2553	90	
40 E S 2000 K - BAND TDMA VOICE	2000	K - BAND TDMA VOICE	49.98	5028195	204	4747673	636000	10411868	2552	1122	3674	240	
40 E S 2000 K - BAND FDM VOICE	2000	K - BAND FDM VOICE	18.90	1386932	204	3950704	2162400	7502036	1839	1122	2961	140	
40 E S 2000 C - BAND TDMA 300 B	2000	C - BAND TDMA 300 B	14.99	2005315	612	599706	6349824	8954845	732	638	1370	0	
40 E S 2000 C - BAND FDM 300 B	2000	C - BAND FDM 300 B	5.67	603410	612	499036	6838272	7940718	649	638	1287	0	
40 E S 2000 K - BAND TDMA 300 B	2000	K - BAND TDMA 300 B	14.99	1508459	612	1424332	6349824	9282584	758	638	1396	0	
40 E S 2000 K - BAND FDM 300 B	2000	K - BAND FDM 300 B	5.67	416679	612	1185211	8838272	8440163	390	638	1328	0	
40 E S 2000 C - BAND TDMA 9.6KB	2000	C - BAND TDMA 9.6KB	20.09	2686860	82	803528	2507366	5997754	3657	1996	5653	0	
40 E S 2000 C - BAND FDM 9.6KB	2000	C - BAND FDM 9.6KB	7.60	808490	82	668643	3144384	4621518	2818	1996	4814	0	
40 E S 2000 K - BAND TDMA 9.6KB	2000	K - BAND TDMA 9.6KB	20.09	2021137	82	1908378	2533824	6463340	3941	7548	11489	440	
40 E S 2000 K - BAND FDM 9.6KB	2000	K - BAND FDM 9.6KB	7.60	558296	82	1588028	3144384	5290708	3222	7548	10774	340	
40 E S 2000 C - BAND TDMA 56 KB	2000	C - BAND TDMA 56 KB	14.94	1998762	61	597746	512870	3109378	2549	22580	25129	80	
40 E S 2000 C - BAND FDM 56 KB	2000	C - BAND FDM 56 KB	67.83	7217254	61	5968866	9005760	22191880	18190	22580	40770	500	
40 E S 2000 K - BAND TDMA 56 KB	2000	K - BAND TDMA 56 KB	14.94	1503529	61	1419647	572400	3495576	2865	22580	25445	90	
40 E S 2000 K - BAND FDM 56 KB	2000	K - BAND FDM 56 KB	67.83	4983813	61	14176056	9005760	28165629	23087	22580	45667	640	

## PARAMETRIC FACILITY COST MODEL

CROSSOVER DISTANCES WHERE

TERRESTRIAL COSTS ARE 20% HIGHER THAN SATELLITE COSTS AND  
 SATELLITE PRICING 40% LESS THAN KU-BAND  
 YEAR 2000

MODEL	YEAR	E S	SYSTEM	SPEED	WEIGHT	ESTEL	CHAN/ES	SPACE	CH COST	TOTAL	TOTAL/CH	LOOP	CH+LOOP	% DIST
40 E S 2000	C	-	BAND TDMA	VOICE	49.98	6684383	204	1999020	569856	9253259	2268	1122	3390	90
40 E S 2000	C	-	BAND FDM	VOICE	18.90	2011366	204	1663454	2162400	5837220	1431	1122	2553	40
40 E S 2000	K	-	BAND TDMA	VOICE	49.98	5058195	204	4747673	636000	1041868	2552	1122	3674	110
40 E S 2000	K	-	BAND FDM	VOICE	18.90	1388932	204	3950704	2162400	7502036	1839	1122	2861	60
40 E S 2000	C	-	BAND TDMA	300 F	14.99	2005315	612	599706	6349824	8954845	732	638	1370	0
40 E S 2000	C	-	BAND FDM	300 F	5.67	603410	612	499036	6838272	7940718	649	638	1287	0
40 E S 2000	K	-	BAND TDMA	300 F	14.99	1508459	612	1424302	6349824	9282584	758	638	1396	0
40 E S 2000	K	-	BAND FDM	300 F	5.67	416679	612	1185211	6838272	8440163	690	638	1328	0
40 E S 2000	C	-	BAND TDMA	9.6KB	20.09	2686860	82	803528	2507366	5997754	3657	1996	5653	0
40 E S 2000	C	-	BAND FDM	9.6KB	7.60	808490	82	668643	2144384	4621518	2818	1996	4814	0
40 E S 2000	K	-	BAND TDMA	9.6KB	20.09	2021137	82	1908378	2533824	6463340	3941	7548	11489	70
40 E S 2000	K	-	BAND FDM	9.6KB	7.60	558296	82	1588028	3144384	5290708	3226	7548	10774	20
40 E S 2000	C	-	BAND TDMA	56 KB	14.94	1998762	61	597746	512870	3109378	2549	22580	25129	0
40 E S 2000	C	-	BAND FDM	56 KB	67.83	7217254	61	5968866	9005760	22191880	18190	22580	40770	220
40 E S 2000	K	-	BAND TDMA	56 KB	14.94	1503529	61	1419647	572400	3495576	2865	22580	25445	0
40 E S 2000	K	-	BAND FDM	56 KB	67.83	4983813	61	14176056	9005760	28165629	23087	22580	45667	320

MARKET DISTRIBUTION MODEL (MDS)

FILE 392 - DATA FILE  
 MARKING NETWORK - 118 MILEGUE CROSSEVER - 117/165 RADIUS  
 SASA'S MARKET VALUE - LEAF 1990  
 COORDINATES 117/165 MILES OR LESS

MARK	SASA	PRINCIPAL	MARKET	PRINC	TOTAL	CUM	SUBS	EMEA	SUBORDINATES	DIST	MARKET VALUE
1	5600	NEW YORK NY-NJ	3.8064	7.5659	7.5659	24	160A	160A	ALBANY-SCH NY	134	0.1769
							240A	240A	ALLENTOWN-PA-NJ	78	0.1392
							1160A	1160A	BRIDGEPORT CT	52	0.1091
							1170A	1170A	BRISTOL CT	85	0.0149
							1930	1930	DANBURG CT	54	0.0325
							3640	3640	JERSEY CIT NY	3	0.1198
							4410	4410	LONG BRANC NJ	31	0.0807
							4960A	4960A	MERIDEN CT	83	0.0126
							5380	5380	NASSAU-SUF NY	20	0.4495
							5440A	5440A	NEW BRITAIN CT	90	0.0267
							5460	5460	NEW BRUNSW NJ	30	0.1256
							5480A	5480A	NEW HAVEN CT	68	0.1108
							5640	5640	NEWARK NJ	10	0.5702
							5760	5760	NORWALK CT	39	0.0405
							6040	6040	PATERSON-C NJ	16	0.1334
							6160A	6160A	PHILADELPH PA-NJ	82	1.1222
							6460	6460	FOUGHKEEPS NY	68	0.0328
							6680A	6680A	READING PA	106	0.0718
							8040A	8040A	STANFORD CT	33	0.0937
							8480A	8480A	TRENTON NJ	54	0.0942
							8760A	8760A	VINELAND-M NJ	103	0.0279
							8880A	8880A	WATERBURY CT	75	0.0499
							560	560	ATLANTIC C NJ	99	0.0274
							5745	5745	NORTHEAST PA	102	0.0969
										1515	3.7595
2	4400	LOS ANGELES CA	2.8250	4.5701	12.1359	6	360	360	ANAHEIM-SA CA	25	0.6722
							600C	600C	OXNARD-SIM CA	55	0.1222
							6780	6780	RIVERSIDE-CA	55	0.2671
							7320	7320	SAN DIEGO CA	113	0.5176
							7480	7480	SANTA BARE CA	88	0.0863
							680	680	BAKERSFIELD CA	102	0.0797
										438	1.7451

ORIGINAL PAGE IS  
 OF POOR QUALITY

MARKET VALUES

[illegible]





**ROUTING NETWORK - 110 AIRFARE CARRIER  
CARRIERS IN MARKET VALUE - YEAR 1990**

[illegible]

FILE 592 - NASA T-10 TRAINING NETWORK - 118 MILEAGE CROSSOVER - 117/165 RADIUS  
 SMSA'S BY MARKET VALUE - YEAR 2000  
 SUBORDINATES 117/165 MILES OR LESS

[illegible]

## MARKET DISTRIBUTION MODEL (MDM)

FILE 592 - NASA T-10 TRUNKING NETWORK - 118 MILEAGE CROSSOVER - 117/165 RADIUS  
 SMSA'S BY MARKET VALUE - YEAR 2000  
 SUBORDINATES 117/165 MILES OR LESS

FANK	SMSA	PRINCIPAL	IL	PRINC	M A R K E T --- V A L U E S			SUBORDINATES	DIST	MARKET VALUE	
					TOTAL	CUM	SUBS				
3	1600	CHICAGO	IL	2.8375	4.4143	16.2230	14	2960	GARY-MANNO IN	25	0.1464
								30004	GRAND RAPID MI	125	0.1328
								37204	KALAMAZOO MI	109	0.0662
								3870	KENOSHA WI	50	0.0510
								5780	MILWAUKEE WI	82	0.5160
								5320	MUSKEGON-N MI	117	0.0336
								6120	PEORIA IL	130	0.1227
								6600	KACINE WI	59	0.0548
								3740	KANSAS IL	54	0.0194
								3920	LAFAYETTE IN	108	0.0335
								6880	ROCHFORD IL	80	0.0888
								7800	SOUTH BEND IN	73	0.0664
								4720	MADISON WI	122	0.1256
								1960	DAVENPORT-IA-IL	154	0.1197
										1288	1.5769
4	2160	DETROIT	MI	1.5842	3.6788	19.9018	16	80	AERON OH	118	0.1803
								440	ANN ARBOR MI	33	0.1292
								780	BATTLE CREE MI	110	0.0319
								1320	CANTON OH	137	0.0889
								1680	CLEVELAND OH	91	0.6411
								2640	FLINT MI	58	0.1323
								3520	JACKSON MI	70	0.0567
								4040	LANSING-EA MI	82	0.1338
								4440	LORAIN-ELY OH	75	0.0760
								8400	TOLEDO OH-MI	54	0.2239
								9320	YOUNGSTOWN OH	151	0.1080
								2360	ERIE PA	153	0.0695
								4800	MANSFIELD OH	112	0.0380
								27604	FORT WAYNE IN	138	0.0955
								800	DAY CITY MI	98	0.0182
								6960	SAGINAW MI	89	0.0713
										1569	2.0945

## MARKET DISTRIBUTION MODEL (MDM)

FILE 592 - NASA 1-10 TRUNKING NETWORK - 118 MILEAGE CROSSOVER - 117/165 RADIUS  
 SMSA'S BY MARKET VALUE - YEAR 2000  
 SUBORDINATES 117/165 MILES OR LESS

9

MARK	SMSA	PRINCIPAL	PRINC	TOTAL	CUM	SUBS	SMSA	SUBORDINATES	DIST	MARKET VALUE
5	8840	WASHINGTON DC-MD-	1.3555	3.1207	23.0224	8	720	BALTIMORE MD	36	0.7731
							5680	NEWPORT NE VA	137	0.0932
							5720	NORFOLK-VI VA-MC	148	0.2426
							4760	RICHMOND VA	97	0.2682
							9160A	WILMINGTON DE-NJ-	99	0.1207
							9280A	YORK PA	76	0.0572
							3240A	HARRISBURG PA	95	0.1393
							4000A	LANCASTER PA	88	0.0707
									776	1.7652
6	7360	SAN FRANCISCO CA	1.5342	3.0017	26.0242	9	6920	SACRAMENTO CA	74	0.3252
							7120	SALINAS-SE CA	89	0.0597
							7400	SAN JOSE CA	43	0.4804
							7485	SANTA CRUZ CA	61	0.0392
							7500	SANTA ROSA CA	49	0.0444
							8120	STOCKTON CA	63	0.0770
							8720	VALLEJO-FA CA	24	0.0545
							5173	MODESTO CA	78	0.0680
							2840	FRESNO CA	162	0.0991
									643	1.4676
7	1120	BOSTON MA	1.2117	2.3345	28.3587	15	1200	BROCKTON MA	20	0.0550
							2480	FALL RIVER MA-RI	46	0.0314
							2600	FITCHBURG-MA	42	0.0199
							3280A	HARTFORD CT	93	0.2124
							4160	LAWRENCE-M MA-NH	25	0.0775
							4560	LOWELL MA-NH	24	0.0451
							4760	MANCHESTER NH	49	0.0496
							5350	NASHUA NH	35	0.0504
							5520A	NEW LONDON CT-RI	88	0.0236
							6320	PITTSFIELD MA	113	0.0226
							6480A	PROVIDENCE RI-MA	42	0.2291
							8000A	SPRINGFIELD CT-MA	81	0.1003
							9240A	WORCESTER MA	39	0.0896
							5400	NEW BEDFORD MA	52	0.0436
							6400	PORTLAND ME	99	0.0525
									848	1.1228

FILE 592 - NASA T-10 TRAINING NETWORK - 118 MILEAGE CROSSOVER - 117/165 RADIUS  
=====

PAGE	SMSA	PRINCIPAL	MARKET -- VALUES			SUBS	SMSA	SUORDINATES	DIST	MARKET VALUE
			PRINC	TOTAL	CUM					
8	1640	CINCINNATI OH-KY-	0.5237	2.2980	30.6568	12	400 1020 1480 1840a 2000 3200 3480a 4520 5280 7960 4280 4320	ANDERSON IN BLOOMINGTO IN CHARLESTON WV COLUMBUS OH DAYTON OH HAMILTON-M OH INDIANAPOL IN LOUISVILLE KY-IN MUNCIE IN SPRINGFIEL OH LEXINGTON-KY LIMA OH	93 109 164 101 49 21 100 90 89 68 73 115	0.0284 0.0192 0.0787 0.4242 0.2899 0.0874 0.3445 0.3080 0.0270 0.0364 0.0976 0.0331 1.7743
9	520	ATLANTA GA	0.8743	1.8363	32.4930	9	1000 450 156a 1800 2880 4690 3840 3440 5240	BIRMINGHAM AL ANNISTON AL CHATTANOOG TN-GA COLUMBUS GA-AL GADSDEN AL MACON GA BHOXVILLE TN MUNTSVILLE AL MONTGOMERY AL	141 84 104 95 95 77 155 143 147	0.2942 0.0228 0.1455 0.0609 0.0221 0.0736 0.1396 0.1058 0.0974 0.9619
10	3360	HOUSTON TX	1.3738	1.8056	34.2986	4	64C 2920 840 1260	AUSTIN TX SALVESTON-TX BEAUMONT-F TX BRYAN-COLL TX	147 47 80 88	0.2406 0.0554 0.1099 0.0258 0.4718

FILE 593 - NASA T-20 FUELING NETWORK - 118 MILEAGE CROSSOVER - 117/165 RADIUS  
 SWSA'S BY MARKET VALUE - YEAR 2000  
 SUBORDINATES 117/165 MILES OR LESS

LINE	SMSA	PRINCIPAL	NY-NJ	PRINC	TOTAL	CUM	SUBS	SMSA	SUBORDINATES	DIST	MARRET VALUE
1	5600	NEW YORK	NY-NJ	4.8094	9.7634	9.7634	24	160A 240A 1160A 1170A 1930 3640 4410 4960A 5380 5440A 5460 5480A 5640 5760 6040 6160A 6460 6680A 8040A 8480A 8760A 8880A 560 5745	ALBANY-SCH NY ALLENTOWN-PA-NJ BRIDGEPORT CT BRISTOL CT DANDURY CT JERSEY CIT NJ LONG BRANCH NJ MERIDEN CT MASSAU-SUF NY NEW BRITAI CT NEW BRUNSW NJ NEW HAVEN-CT NEWARK NJ NORWALK CT PATERTON-C NJ PHILADELPH PA-NJ POUGHKEEPS NY READING PA STAMFORD CT TRENTON NJ VINELAND-N NJ WATERBURY CT ATLANTIC C NJ NORTHEAST PA	134 78 52 85 54 3 31 83 20 90 30 68 10 39 16 82 68 104 33 54 103 75 99 102	0.2311 0.1908 0.1433 0.0186 0.0426 0.1506 0.1074 0.0163 0.5715 0.0336 0.1653 0.1446 0.7307 0.0527 0.1713 1.5160 0.0429 0.0959 0.1224 0.1332 0.0467 0.0642 0.0390 0.1292  4.9540
2	4480	LOS ANGELES CA		3.4716	5.7553	15.5186	6	360 4000 6780 7320 7480 680	ANAHAIM-SA CA OXNARD-SIN CA RIVERSIDE-CA SAN DIEGO CA SANTA BARB CA PETERSFIELD CA	25 55 55 113 88 102	0.8755 0.1592 0.3690 0.6601 0.1149 0.1049  2.2836

MARKET DISTRIBUTION MONET. (MM)

FILE 593 - NASA T-20 TRAINING NETWORK - 118 MILEAGE CROSSOVER - 117/165 MADIUS  
 SASA'S BY MARKET VALUE - YEAR 2000  
 SUBORDINATES 117/165 MILES OR LESS

MARK	SASA	PRINCIPAL	MARKET PRINT	TOTAL	CUM	SUBS	SASA	SUBORDINATES	DIST	MARKET VALUE
3	1600	CHICAGO IL	3.6536	5.7917	21.2204	14	2960	GARY-NANNO IN	25	0.1883
							3000	GRAND RAPID MI	125	0.1786
							3720	KALAMAZOO MI	109	0.0693
							3800	KENOSHA WI	50	0.0458
							5080	MILWAUKEE WI	82	0.6493
							5320	MUSKEGON MI	117	0.0458
							6120	PEORIA IL	130	0.1566
							6600	RACINE WI	59	0.0705
							3740	SAKAREE IL	54	0.0250
							3920	LAFAYETTE IN	108	0.0441
							6880	ROCKFORD IL	80	0.1147
							7800	SOUTH BEND IN	73	0.0908
							4720	MADISON WI	122	0.1586
							1960	DAVENPORT IA-IL	154	0.1507
									1288	2.0481
4	2160	DETROIT MI	2.0163	4.1221	25.3424	12	440	ANN ARBOR MI	33	0.1667
							780	BATTLE CREE MI	110	0.0436
							1680	CLEVELAND OH	91	0.7854
							2640	FLINT MI	58	0.1716
							3520	JACKSON MI	70	0.0766
							4040	LANSING-CA MI	82	0.1807
							4440	LORAIN-ELY OH	75	0.0938
							8400	TOLEDO OH-MI	14	0.2912
							4800	MANSFIELD OH	11	0.0481
							2760	FORT WAYNE IN	138	0.1296
							800	DAY CITY MI	98	0.0237
							6960	SAGINAW MI	89	0.0929
									1010	2.1058
5	8840	WASHINGTON DC-MD-	1.7351	4.0319	29.3744	8	720	BALTIMORE MD	36	0.9924
							5480	NEWPORT NE VA	137	0.1209
							5720	HONOLULU VI VA-MC	148	0.3100
							6760	RICHMOND VA	97	0.3507
							9160	WILMINGTON DE-NJ-	99	0.1489
							9280	YORK PA	76	0.0765
							3240	MARRISBURG PA	95	0.1042
							4000	LANCASTER PA	88	0.0935
									776	2.2968

OF POOR QUALITY



SECRET

[illegible]

79

[illegible]

## MARKET DISTRIBUTION MODEL (MDM)

FILE 593 - MASA T-20 TRUCKING NETWORK - 118 MILEAGE CROSSOVER - 117/165 RADIUS  
 SAGA'S BY MARKET VALUE - YEAR 2000  
 SUBORDINATES 117/165 MILES OR LESS

MARK	SMSA	PRINCIPAL	MARKET FAIR	TOTAL	CUM	SUES	SMSA	SUBORDINATES	DIST	MARKET VALUE
14	8280	TAMPA-ST P FL	0.6817	1.4174	50.1359	6	1140	BRADENTON FL LAKELAND-W FL MELEBOURNE FL ORLANDO FL SARASOTA FL FORT MYERS FL	33 46 111 79 43 97	0.0475 0.0979 0.1000 0.1283 0.0829 0.0790
									409	0.7357
15	5120	MINNEAPOLI MN-WI	1.2153	1.3406	51.4765	3	2290	EAU CLAIRE WI ROCHESTER MN ST CLOUD MN	88 77 50	0.0351 0.0471 0.0431
									225	0.1253
16	7040	ST LOUIS MO-IL	1.1013	1.2885	52.7651	2	2040	DECATUR IL SPRINGFIELD IL	107 86	0.0633 0.1239
									193	0.1872
17	2080	DENVER-BOU CO	0.9358	1.2078	53.9729	4	3060	GREELEY CO FUELO CO COLORADO S CO FORT COLLI CO	50 104 63 58	0.0331 0.0450 0.1294 0.0645
									275	0.2720
18	1280	BUFFALO NY	0.4891	0.9925	54.9653	2	6840	ROCHESTER NY ERIE PA	66 81	0.4029 0.1004
									147	0.5033
19	3760	KANSAS CIT MO-KS	0.6908	0.8276	55.7929	3	4150	LAWRENCE KS ST JOSEPH MO TOPEKA KS	37 48 59	0.0157 0.0362 0.0849
									144	0.1368

MARKET DISTRIBUTION MODEL (MDM)  
 =====  
 FILE 593 - NASA T-20 TRUNKING NETWORK - 118 MILEAGE CROSSOVER - 117/165 RADIUS  
 SMSA'S BY MARKET VALUE - YEAR 2000  
 SUBORDINATES 117/165 MILES OR LESS

RAIRK	SMSA	PRINCIPAL	MARKET PRINC	TOTAL	CUM	SUBS	SMSA	SUBORDINATES	DIST	MARKET VALUE
20	7600	SEATTLE-EV WA	0.6129	0.7867	56.5796	2	8200	TACOMA YAKIMA	26 111	0.1388 0.0349
							9260		137	0.1737

FILE 593 (65) ~~CONFIDENTIAL~~ - 113 ALBUQUE CROSSOVER - 117/185 RADIOS  
~~CREATED BY SUBJECT~~ VALOF - 110F 1994  
 DISSEMINATED 117/185 WILLIS OF LESS

[illegible]

## MODEL 1 DISTRIBUTION MODEL (MDO)

FILE 573 - DATA 20 - MODELING DETROIT - 118 MILEAGE CROSSOVER - 117/165 MILEAGE  
 DETROIT MARKET VALUE YEAR 1990  
 SUBORDINATES 117/165 MILES OR LESS

CODE	DATA	FUNCTIONAL	POPULATION	TOTAL	Y G A I U E S	CUA	SUBS	SMSA	SUBORDINATES	DIST	MARKET VALUE
3	1430	LOS ANGELES CA	3,5760	5,8045	21,7369	6	6	360	ANAHEIM-SA CA	25	0.8536
								6000	OXFORD-SIM CA	55	0.1564
								6780	RIVERSIDE-CA	55	0.3444
								7320	SAN DIEGO CA	113	0.6597
								7480	SANTA BARB CA	88	0.1106
								680	BANERSFIELD CA	102	0.1040
										438	2.2286
4	2160	DETROIT MI	2,0901	4,2525	25,9894	12	12	440	ANN ARBOR MI	33	0.1651
								780	BATTLE CREE MI	110	0.0457
								1680A	CLEVELAND OH	91	0.8331
								2640	FLINT MI	58	0.1718
								3520	JACKSON MI	70	0.0780
								4040	LANSING-EA MI	82	0.1769
								4440	LORAIN-ELY OH	75	0.0985
								8400	TOLEDO OH-MI	54	0.2918
								4800	MAHNSFIELD OH	112	0.0505
								2760A	FORT WAYNE IN	138	0.1352
								800	BAY CITY MI	98	0.0250
								6960	SAGINAW MI	89	0.0909
										1010	2.1624
5	3340	WASHINGTON DC-MD	1,7505	4,0545	30,0439	8	8	720	BALTIMORE MD	36	1.0023
								5680	NEWPORT NE VA	137	0.1235
								5720	NORFOLK-VI VA-NC	148	0.3088
								6760	RICHMOND VA	97	0.3492
								9160A	WILMINGTON DE-NJ	99	0.1724
								9280A	YORK PA	76	0.0764
								3240A	HARRISBURG PA	95	0.1795
								4000A	LANCASTER PA	88	0.0921
										776	2.3041

ORIGINAL PAGE IS  
 OF POOR QUALITY

MODEL DISTRIBUTION MODEL (MDS)  
 116 MILEAGE CROSSOVER - 117/105 EMBIOS  
 116 MILEAGE CROSSOVER - 117/105 EMBIOS  
 116 MILEAGE CROSSOVER - 117/105 EMBIOS  
 116 MILEAGE CROSSOVER - 117/105 EMBIOS

LINE	AREA	DISTRICT	PRICE	TOTAL	CUA	SDS	SMSA	SUBORDINATES	DIST	MARKET VALUE
6	7500	LOS ANGELES CA	1.9174	3.7592	33.7831	9	6920	SACRAMENTO CA	74	0.4084
							7120	SALINAS-SE CA	89	0.0781
							7400	SAN JOSE CA	43	0.8326
							7485	SANTA CRUZ CA	61	0.0458
							7500	SANTA ROSA CA	49	0.0810
							8120	STOCKTON CA	63	0.0993
							8720	VALLEJO-FA CA	24	0.0680
							5170	MODESTO CA	78	0.0777
							2840	FRESNO CA	162	0.1309
									643	1.8217

7	1120	BOSTON MA	1.5642	3.0619	36.8450	15	1200	BROCKTON MA	20	0.0645
							2480	FALL RIVER MA-RI	46	0.0434
							2600	FITCHBURGH MA	42	0.0262
							3280*	HARTFORD CT	93	0.3012
							4160	LAWRENCE-H MA-NH	25	0.0977
							4560	LOWELL MA-NH	24	0.0818
							4760	MANCHESTER NH	49	0.0607
							5350	NASHUA NH	35	0.0601
							5520*	NEW LONDON CT-RI	88	0.0350
							6320	FITTSFIELD MA	113	0.0314
							6480*	PROVIDENCE RI-MA	42	0.3080
							8000*	SPRINGFIELD CT-MA	81	0.1409
							9240*	WORCESTER MA	39	0.1230
							5400	NEW BEDFORD MA	52	0.0568
							6400	PORTLAND ME	99	0.0668
									848	1.4977

8	1640	CINCINNATI OH-KI	0.6858	3.0487	39.8937	12	400	ANDERSON IN	93	0.0401
							1020	BLOOMINGTON IN	109	0.0253
							1480	CHARLESTON WV	164	0.1012
							1840*	COLUMBUS OH	101	0.5473
							2000	DAYTON OH	49	0.3889
							3200	HAMILTON-K OH	21	0.1130
							3430*	INDIANAPOLIS IN	100	0.4815
							4520	LOUISVILLE KY-IN	90	0.4065
							5280	MUNCIE IN	89	0.0385
							7960	SPRINGFIELD OH	68	0.0519
							4280	LEXINGTON KY	73	0.1225
							4320	LIMA OH	115	0.0462
									1072	2.3629

ORIGINAL PAGE IS  
 OF POOR QUALITY

## MARKET DISTRIBUTION MODEL (ADM)

FILE 593 - DATA 1 20 TONNAGE DE DOOR 140 MILE/AC CROSSOVER - 117,105 RADIOS  
 AREA OF MARKET VALUE - YEAR 1990  
 SUBORDINATES 117,105 AIDS OF LESS

MARK	AREA	RELATION	ADDED PRICE	TOTAL	CUM SUES	SMEN	SUBORDINATES	DIST	MARKET VALUE
9	500	ATLANTA GA	1.0698	2.3065	42.2001	9	1000 450 1560 1800 2880 4680 3040 3440 5240	141 84 104 95 95 77 155 143 147	0.3682 0.0297 0.1841 0.0807 0.0295 0.0928 0.1768 0.1378 0.1171
							1041	1041	1.2167
10	300	HOUSTON TX	1.6162	2.1192	44.3194	4	640 2920 840 1260	147 47 80 88	0.2718 0.0688 0.1332 0.0292
							362	362	0.5030
11	600	PITTSBURGH PA	1.0029	1.7901	46.1095	8	800 1320 8080 9000 9320 280 3680 6020	91 77 33 46 57 85 58 116	0.2468 0.1362 0.0404 0.0419 0.1850 0.0384 0.0587 0.0398
							563	563	0.7871
12	100	DALLAS FOR TX	1.4818	1.6132	47.7227	3	7640 8640 8800	60 92 87	0.0236 0.0454 0.0624
							239	239	0.1314
13	5000	MIAMI FL	0.8339	1.4957	49.2184	2	2680 8960	24 64	0.4423 0.2195
							88	88	0.6617



## MARKET DISTRIBUTION MODEL (MDM)

FILE 593 - 0000 1-20 TRADING NETWORK - 118 MILEAGE CROSSOVER - 117/105 RADIUS  
 SUBS BY MARKET VALUE - YEAR 1990  
 SUBORDINATES 117/105 MILES OR LESS

MARKET	PRINCIPAL	MARKET PRICE	TOTAL	CUH	SUES	SMSA	SUBORDINATES	DIST	MARKET VALUE
14	5120 MIAMI/MIAMI MI-MI	1.2502	1.3745	50.5929	3	2290 6820 6980	EAU CLAIRE MI ROCHESTER MI ST CLOUD MI	88 77 60	0.0362 0.0470 0.0411
								225	0.1243
15	7040 ST LOUIS MO-IL	1.1084	1.2968	51.8897	2	2040 7880	DECATUR IL SPRINGFIELD IL	107 86	0.0635 0.1249
								193	0.1884
16	8280 TAMPA ST P FL	0.6301	1.2947	53.1844	6	1140 3980 4900 5960 7510 2700	BRADENTON FL LAKELAND-M FL MELBOURNE- FL ORLANDO FL SARASOTA FL FORT MYERS FL	33 46 111 79 43 97	0.0384 0.0819 0.1028 0.2986 0.0817 0.0612
								409	0.6646
17	2080 DENVER-BOU CO	0.9025	1.1692	54.3536	4	3060 4560 1720 2670	GREELEY CO PUEBLO CO COLORADO S CO FORT COLL CO	50 104 63 58	0.0295 0.0454 0.1339 0.0579
								275	0.2667
18	1200 BUFFALO NY	0.5257	1.0499	55.4034	2	6840 2360A	ROCHESTER NY ERIE PA	66 81	0.4215 0.1027
								147	0.5241
19	3760 PARSONS CIT MO KS	0.7220	0.8639	56.2674	3	4150 7000 8440	LAWRENCE KS ST JOSEPH MO TOPEKA KS	37 48 59	0.0167 0.0368 0.0884
								144	0.1419

FILE 593 - AREA T-20 FROM THE NETWORK - 118 MILEAGE CROSSOVER - 117/165 RADIUS  
CROSSING BY MARKET VALUE - YEAR 1990  
COORDINATES 117/165 MILES OR LESS

[illegible]

ORIGINAL PAGE IS  
OF POOR QUALITY.

FILE 604 - NASA 16 COMMON NETWORK MODEL W/397 CROSSOVER AND 50 MILE RADIUS  
 SWSA'S BY SATELLITE ACCESSABLE MARKET VALUE - YEAR 2000

**Pricing = Ku-Band  
 Minimum Network Size**

[illegible]

## MARKET DISTRIBUTION MODEL (MDM)

FILE 604 - NASA 16 COMMON NETWORK MODEL W/397 CROSSOVER AND 50 MILE RADIUS  
 SMSA'S BY SATELLITE ACCESSABLE MARKET VALUE - YEAR 2000

RANK	SMSA	PRINCIPAL	MARKET PRINC	TOTAL	CUM	SUBS	SMSA	SUBORDINATES	DIST	MARKET VALUE
7	6160	PHILADELPH PA-NJ	1.2023	1.6849	20.6893	5	240 6480 8480 8760 9160	ALLENTOWN- PA-NJ READING PA TRENTON NJ VINELAND-M NJ WILMINGTON DE-NJ-	49 49 29 33 26	0.1474 0.0670 0.1026 0.6781 0.1375
									186	0.4825
8	1120	BOSTON MA	0.9211	1.4886	22.1780	9	1200 2480 2600 4160 4560 4760 5350 6480 9240	BROCKTON MA FALL RIVER MA-RI FITCHBURG- MA LAWRENCE-M MA-NH LOWELL MA-NH MANCHESTER NH NASHUA NH PROVIDENCE RI-MA WORCESTER MA	20 46 42 25 24 49 35 42 39	0.0272 0.0239 0.0148 0.0573 0.0451 0.0330 0.0368 0.2427 0.0867
									322	0.5676
9	1920	DALLAS-FOR TX	1.4087	1.4087	23.5867	0			0	0.0000
10	8840	WASHINGTON DC-MD-	0.8674	1.3878	24.9745	1	720	BALTIMORE MD	36	0.5204
									36	0.5204
11	520	ATLANTA GA	1.1181	1.1181	26.0926	0			0	0.0000
12	5000	MIAMI FL	0.7778	1.0998	27.1924	1	2680	FORT LAUDE FL	24	0.3220
									24	0.3220
13	5120	MINNEAPOLI MN-WI	1.0797	1.0797	28.2721	0			0	0.0000

## MARKET DISTRIBUTION MODEL (MDM)

FILE 604 - NASA 16 COMMON NETWORK MODEL W/397 CROSSOVER AND 50 MILE RADIUS  
 SMSA'S BY SATELLITE ACCESSIBLE MARKET VALUE - YEAR 2000

MARKET	PRINCIPAL	PRINC	TOTAL	CUM	SUBS	SMSA	SUBORDINATES	DIST	MARKET VALUE
14	7040 ST LOUIS MO	0.9649	0.9649	29.2370	0			0	0.0000
15	1640 CINCINNATI OH-KY	0.4756	0.8564	30.0934	2	2000 3200	DAYTON OH HAMILTON-M OH	49 21	0.2989 0.0819
16	1680 CLEVELAND OH	0.6015	0.7963	30.8897	2	800 4440	AKRON OH LORAIN-E.Y OH	31 26	0.1149 0.0799
								57	0.1948

# 464-KF DISFECTION MODEL (MKN)

FILE 005 HASG 16 COMMON NETWORK MODEL W/236 MILEAGE CROSSOVER MID 50 MILE RADIUS  
SWSO'S P 1 54/CELL IT ACCESSABLE MARKET VALUE - YEAR 2000

### Pricing - 20% below Ku-Band Minimum Network Size

[illegible]

## MARKET DISTRIBUTION MODEL (MDM)

FILE 605 -- HASA 16 COMMON NETWORK MODEL W/236 MILEAGE CROSSOVER AND 50 MILE RADIUS  
 SMSA'S BY SATELLITE ACCESSABLE MARKET VALUE -- YEAR 2000

MARK	SMSA	PRINCIPAL	MA	MARKET PRINC	TOTAL	CUM	SUBS	SMSA	SUBORDINATES	DIST	MARKET VALUE
7	1120	BOSTON	MA	1.0341	1.6268	20.8819	9	1200	BROCKTON MA	20	0.0302
								2480	FALL RIVER MA-RI	46	0.0268
								2600	FITCHBURG MA	42	0.0159
								4160	LAWRENCE-H MA-NH	25	0.0586
								4560	LOWELL MA-NH	24	0.0492
								4760	MANCHESTER NH	49	0.0342
								5350	NASHUA NH	35	0.0394
								6480	PROVIDENCE RI-MA	42	0.2430
								9240	WORCESTER MA	39	0.0953
										322	0.5927
8	8840	WASHINGTON	DC-MD--	1.0183	1.5582	22.4402	1	720	BALTIMORE MD	36	0.5399
										36	0.5399
9	3360	HOUSTON	TX	1.4294	1.4979	23.9380	1	2920	GALVESTON-TX	47	0.0684
										47	0.0684
10	1920	DALLAS-FOR	TX	1.2107	1.2107	25.1487	0				
										0	0.0000
11	1680	CLEVELAND	OH	0.7954	1.1090	26.2577	2	80	AKRON OH	31	0.2151
								4440	LORAIN-ELY OH	26	0.0985
										57	0.3136
12	5120	MINNEAPOLIS	MN-MI	1.0762	1.0762	27.3339	0				
										0	0.0000
13	7040	ST LOUIS	MO-IL	1.0009	1.0009	28.3348	0				
										0	0.0000
14	520	ATLANTA	GA	0.9775	0.9775	29.3123	0				
										0	0.0000

ORIGINAL PAGE IS  
OF POOR QUALITY

C-2





### Pricing = 40% below Ku-Band Minimum Network Size

MARKET	PRINCIPAL	MARKET VALUE	SUBORDINATES	DIST
1	NEW YORK NY-NY	5.8178	JERSEY CIT NJ LONG BRANCH NJ NASSAU-SUF NY HEM BRUNSW NJ NEWARK NJ HOBOKEN NJ PATTERSON-C NJ STAMFORD CT	3 31 20 30 10 39 16 33
				---
				182
				---
2	LOS ANGELES CA	9.3398	ANAHEIM-SA CA	25
				---
				25
				---
3	CHICAGO IL	12.8331	GARY-NHAMO IN KENOSHA WI	25 50
				---
				75
				---
4	SAN FRANCISCO CA	15.3475	SAN JOSE CA SANTA ROSA CA VALLEJO-FA CA	43 49 24
				---
				116
				---
5	BOSTON MA	17.4760	BROCKTON MA FALL RIVER MA-RI FITZBURGH MA LAWRENCE-M MA-NH LOWELL MA-NH MANCHESTER NH NASHUA NH PROVIDENCE RI-MA WORCESTER MA	20 46 42 25 24 49 35 42 39
				---
				322
				---
6	WASHINGTON DC-MD-	19.5767	BALTIMORE MD	36
				---
				36
				---

MARKET DISTRIBUTION MODEL (MDM)

FILE 606 - HASA 16 COMMON NETWORK MODEL W/97 MILEAGE CROSSOVER AND 50 MILE RADIUS  
 SMSA'S BY SATELLITE ACCESSIBLE MARKET VALUE - YEAR 2000

MARKET		TOTAL		SUBS		SMSA		SUBORDINATES		DIST		MARKET	
PRINCIPAL	PRINC	MI	TX	OH	MI	TX	OH	MI	TX	OH	MI	TX	OH
7	2140	DETROIT	MI	1.5487	1.6998	21.2765	1	440	ANN ARBOR	MI	33	0.1511	
											33	0.1511	
8	6160	PHILADELPHIA	PA-NJ	1.2228	1.6894	22.9659	5	240	ALLENTOWN-FA-NJ	PA-NJ	49	0.1391	
								6680	READING	PA	49	0.0721	
								8480	TRENTON	NJ	29	0.1044	
								8760	VINELAND-M	NJ	33	0.0256	
								9160	WILMINGTON DE-NJ		26	0.1255	
											186	0.4666	
9	3360	HOUSTON	TX	1.3474	1.4083	24.3742	1	2920	GALVESTON-	TX	47	0.0609	
											47	0.0609	
10	1920	DALLAS-FORT	TX	1.1526	1.1526	25.5268	0				0	0.0000	
11	1680	CLEVELAND	OH	0.7402	1.0261	26.5529	2	80	AKRON	OH	31	0.1959	
								4440	LORAIN-ELY	OH	26	0.0899	
											57	0.2859	
12	5120	MINNEAPOLIS	MN-WI	0.9583	0.9583	27.5111	0				0	0.0000	
13	1640	CINCINNATI	OH-KY	0.5244	0.9425	28.4537	2	2000	DAYTON	OH	49	0.3310	
								3200	HAMILTON-M	OH	21	0.0872	
											70	0.4182	
14	7040	ST LOUIS	MO-IL	0.8912	0.8912	29.3448	0				0	0.0000	

## MARKET DISTRIBUTION MODEL (MDM)

FILE 606 - NASA 16 COMMON NETWORK MODEL W/97 MILEAGE CROSSOVER AND 50 MILE RADIUS  
 SMSA'S BY SATELLITE ACCESSABLE MARKET VALUE - YEAR 2000

MARK	SMSA	PRINCIPAL	MARKET PRINC	TOTAL	CUM	SUBS	SMSA	SUBORDINATES	DIST	MARKET VALUE
15	520	ATLANTA GA	0.8703	0.8703	30.2152	0			0	0.0000
16	5000	MIAMI FL	0.5935	0.8393	31.0544	1	2680	FORT LAUDE FL	24	0.2457
									24	0.2457



PLE 615 - 1964 20 CORDON DE MOKE MODEL FOR YEAR 2000 N/397 CROSOVER MILEAGE AND 50 MILE R  
 QUANTITIES YEAR 2000

MARKET	SMSA	PRINCIPAL	TX	FPLC	TOTAL	CUM	EUBS	SMSA	SUBORDINATES	DIST	MARKET VALUE
7	3360	HOUSTON	TX	1.4642	1.5315	19.0663	1	2920	GALVESTON - TX	47	0.0674
										47	0.0674
8	1120	BOSTON	MA	0.8923	1.4459	20.5122	9	1200 2480 2600 4160 4560 4760 5350 6480 9240	BROCKTON MA-RI FALL RIVER MA-RI FITCHBURG-MA LAWRENCE-H MA-NH LOWELL MA-NH MANCHESTER NH NASHUA NH PROVIDENCE RI-MA WORCESTER MA	20 46 42 25 24 49 35 42 39 322	0.0268 0.0238 0.0142 0.0554 0.0425 0.0328 0.0346 0.2382 0.0854 0.5536
9	8840	WASHINGTON DC-MD-		0.8176	1.2945	21.8067	1	720	BALTIMORE MD	36	0.4767
										36	0.4767
10	1920	DALLAS-FOR TX		1.2706	1.2706	23.0772	0				0.0000
11	5000	MIAMI FL		0.6631	1.0707	24.1479	2	2680 8960	FORT LAUDE FL WEST PALM FL	24 64 88	0.2765 0.1311 0.4076
12	520	ATLANTA GA		0.9815	0.9815	25.1294	0				0.0000
15	5120	MINNEAPOLI MN-WI		0.9793	0.9793	26.1087	0				0.0000

ORIGINAL PAGE IS  
OF POOR QUALITY

FILE 615 -- NASA 28 COMMON NETWORK MODEL FOR YEAR 2000 W/397 CROSSOVER H1  
SM5A:5 BY ACCESSABLE MARKET VALUE -- YEAR 2000[illegible]



FILE 01/ - 0050 34 CUMULATED THROUGH MODEL FOR YEAR 2000 W/236 CROSSOVER MILEAGE AND 50 MILE R  
 5000 34 CUMULATED THROUGH MODEL FOR YEAR 2000 W/236 CROSSOVER MILEAGE AND 50 MILE R

Most Efficient Network  
 Price = 20% below Ku-Band

MARK	SECT	TRIP/PM	MARKET PRICE	TOTAL	CUA	SUBS	SMSA	SUBORDINATES	DIST	MARKET VALUE
1	5000	NEW YORK NY-NY	4.4000	2.1800	6.1888	8	3640	JERSEY CIT NJ LONG BEACH NJ NASSAU-SUF NY NEW BRUNSW NJ NEWARK NJ NORWALK CT PATERSOH-C NJ STAMFORD CT	3 31 20 30 10 39 16 33	0.1253 0.0762 0.4122 0.1705 0.6177 0.0488 0.1322 0.1253
									182	1.7082
2	4400	LOS ANGELES CA	3.5579	4.5613	10.7501	2	360	ANAHAY-CA CA RIVERSIDE-CA	25 55	0.7533 0.2501
							6730		80	1.0034
3	1000	CHICAGO IL	3.8507	4.0033	14.7534	1	2960	GARY-MANNO IN	25	0.1466
									25	0.1466
4	7300	SAN FRANCISCO CA	2.1867	3.1449	17.8983	3	7400	SAN JOSE CA SANTA ROSA CA VALLEJO-FA CA	43 49 24	0.8637 0.0501 0.0443
							8720		116	0.9581
5	2100	DETROIT MI	1.7411	2.1047	20.0030	2	440	ANN ARBOR MI TOLEDO OH-MI	33 54	0.1522 0.2114
							8400		87	0.3636
6	6100	PHILADELPHIA PA-NJ	1.923	2.0950	22.0980	5	240	ALLENTOWN-PA-NJ READING PA TRENTON NJ VINELAND-M NJ WILMINGTON DE-NJ	49 49 29 33 26	0.1825 0.0900 0.1262 0.0334 0.1706
							6680 8480 8760 9160		186	0.6027



FILE 017 - HASEN 34 CONNOR AUTOMOB MODEL FOR YEAR 2000 W/236 CROSSOVER MILEAGE AND 50 MILE R  
S&S'S F1 ACCESSABLE MARKET VALUE - YEAR 2000

[illegible]



## MODEL DISTRIBUTION MODEL (2000)

FILE 017 - CLASS 34 CUMULATIVE MARKET MODEL FOR YEAR 2000 W/250 CROSSOVER MILEAGE AND 50 MILE RADIUS BY ACCESSIBLE MARKET VALUE - YEAR 2000

MARK	AREA	PERCENTAGE	MARKET VALUE	TOTAL	CUM	LINE	SASA	SUBORDINATES	DIST	MARKET VALUE
21	3700	AMERICA CITY 600-650	0.6969	0.7362	39.8517	2	4150	LAWRENCE KS ST JOSEPH MO	37 48 85	0.0107 0.0287 0.0394
22	7000	SEATTLE-SEA WA	0.6098	0.7163	40.5601	1	8200	TACOMA WA	26	0.1066
23	1300	BURLINGTON NC	0.0247	0.6453	41.2333	2	3120 6640	GREENSBORO NC RALEIGH-DU NC	20 49 69	0.3867 0.2539 0.6405
24	6200	PHOENIX AZ	0.6138	0.6138	41.8471	0			0	0.0000
25	3280	TAMPA ST F FL	0.4364	0.5791	42.4263	3	1140 3980 7510	BRADENTON FL LAKELAND-W FL SARASOTA FL	33 45 43 122	0.0220 0.0689 0.0518 0.1428
26	3480	INDIANAPOLIS IN	0.4664	0.5717	42.9980	4	400 1020 3850 5280	ANDERSON IN BLOOMINGTON IN BORDO IN MUNCIE IN	34 46 49 50 179	0.0313 0.0255 0.0178 0.0308 0.1053
27	1840	COLUMBUS OH	0.5193	0.5570	43.5551	1	7960	SPRINGFIELD OH	43	0.0378
28	7320	SAFETILAND CO	0.5417	0.5417	44.0968	0			0	0.0000

## MARKET DISTRIBUTION MODEL (MDD)

FILE 617 - NASH 34 COMMON NETWORK MODEL FOR YEAR 2000 W/236 CROSSEVER MILEAGE AND 00 MILE R  
 SCHEDULE BY ACCESSIBLE MARKET VALUE - YEAR 2000

MARK	SMS	PRINCIPAL	MARK PRICE	TOTAL VALUE	CUM	SUBS	SMSA	SUBORDINATES	DIST	MARKET VALUE
29	6440	PORTLAND OR-WA	0.4381	0.4946	44.5914	1	7080	SALEM OR	44	0.0565
									44	0.0565
30	8120	STOCKTON CA	0.0891	0.4736	45.0650	2	6920 / 5170	SACRAMENTO CA MODESTO CA	45 28	0.3342 0.0504
									73	0.3845
31	1280	BUFFALO NY	0.4568	0.4568	45.5218	0			0	0.0000
32	6520	PROVO-OREN UT	0.0466	0.4549	45.9767	1	7160 /	SALT LAKE UT	38	0.4083
									38	0.4083
33	5560	NEW ORLEAN LA	0.4437	0.4437	46.4204	0			0	0.0000
34	6840	ROCHESTER NY	0.4370	0.4370	46.8574	0			0	0.0000

**Most Efficient Network  
Price = 40% below Ku-Band**

[illegible]

FILE 419

LINE	CD	PRINCIPAL	MARKET PRICE	MARKET TOTAL	W A L U E S CUM	SUBS	SMSA	SUBORDINATES	DIST	MARKET VALUE
7	2100	DETROIT MI	1.9434	2.3954	27.3645	2	440	ANN ARBOR MI TOLEDO OH-MI	33 54	0.1903 0.2587
							8400		87	0.4490
8	6160	PHILADELPHIA PA-NJ	1.6777	2.3303	29.6948	5	240	ALLENTOWN-PA-NJ READING PA TRENTON NJ VINELAND-M NJ WILMINGTON DE-NJ-	49 49 29 33 26	0.1961 0.0991 0.1423 0.0350 0.1781
							6680 8480 8760 9160		186	0.6506
9	3360	HOUSTON TX	1.6533	1.7291	31.4239	1	2920	GALVESTON-TX	47	0.0758
									47	0.0758
10	1600	CLEVELAND OH	0.9447	1.5970	33.0209	4	80	AKRON OH CANTON OH LORAIN-ELY OH YOUNGSTOWN OH	31 51 26 61	0.2362 0.1344 0.1136 0.1680
							1320 4440 9320		169	0.6523
11	1920	DALLAS-FORT WORTH TX	1.4492	1.4492	34.4700	0				
									0	0.0000
12	5120	MILWAUKEE WI-MI	1.2154	1.2154	35.6854	0				
									0	0.0000
13	1240	CINCINNATI OH-KY	0.6673	1.1817	36.8671	2	2000	DAYTON OH HAMILTON-M OH	49 21	0.4051 0.1093
							3200		70	0.5144

## MARKET DISTRIBUTION MODEL (M004)

FILE 017 AREA 50 CUMULATIVE MARKET MODEL FOR YEAR 2000 W/77 CROSSLINK MILLAGE AND 50 MILE RA  
BASED ON ACCESSIBLE MARKET VALUE YEAR 2000

MARK	AREA	PRINCIPAL	FL	MARKET PRINC	TOTAL	CUM	SUES	AREA	SUBORDINATES	DIST	MARKET VALUE
14	5000	MIAMI	FL	0.7217	1.1335	38.0356	2	2680	FORT LAUDE FL WEST PALM FL	24 64	0.3034 0.1434
								8960		88	0.4468
15	701	ST LOUIS	MO-IL	1.1353	1.1353	39.1709	0			0	0.0000
16	6200	PITTSBURGH	PA	1.0518	1.1296	40.3005	2	8080	STEUBENVIL OH-WV WHEELING WV-OH	33 46	0.0452 0.0326
								9000		79	0.0778
17	520	ATLANTA	GA	1.0966	1.0966	41.3971	0			0	0.0000
18	3200	HARTFORD	CT	0.4413	1.0495	42.4466	9	1160	BRIDGEPORT CT BRISTOL CT DANBURY CT MERIDEN CT NEW BRITAIN CT NEW HAVEN CT NEW LONDON CT-RI SPRINGFIELD CT-MA WATERBURY CT	49 16 48 18 9 35 42 24 25	0.1230 0.0165 0.0380 0.0113 0.0361 0.1407 0.0307 0.1356 0.0761
								8800		266	0.6082
19	2000	DENVER-BON	CO	0.8207	0.8433	43.2898	1	3060	GREELEY CO	50	0.0226
										50	0.0226
20	5000	MILWAUKEE	WI	0.6716	0.8067	44.0965	2	3800	KENOSHA WI KACINE WI	32 24	0.0628 0.0723
								6600		56	0.1351

Country	Year	Value	Unit
Algeria	1990	1.0	1000
Algeria	1991	1.0	1000
Algeria	1992	1.0	1000
Algeria	1993	1.0	1000
Algeria	1994	1.0	1000
Algeria	1995	1.0	1000
Algeria	1996	1.0	1000
Algeria	1997	1.0	1000
Algeria	1998	1.0	1000
Algeria	1999	1.0	1000
Algeria	2000	1.0	1000
Algeria	2001	1.0	1000
Algeria	2002	1.0	1000
Algeria	2003	1.0	1000
Algeria	2004	1.0	1000
Algeria	2005	1.0	1000
Algeria	2006	1.0	1000
Algeria	2007	1.0	1000
Algeria	2008	1.0	1000
Algeria	2009	1.0	1000
Algeria	2010	1.0	1000
Algeria	2011	1.0	1000
Algeria	2012	1.0	1000
Algeria	2013	1.0	1000
Algeria	2014	1.0	1000
Algeria	2015	1.0	1000
Algeria	2016	1.0	1000
Algeria	2017	1.0	1000
Algeria	2018	1.0	1000
Algeria	2019	1.0	1000
Algeria	2020	1.0	1000
Algeria	2021	1.0	1000
Algeria	2022	1.0	1000
Algeria	2023	1.0	1000
Algeria	2024	1.0	1000
Algeria	2025	1.0	1000
Algeria	2026	1.0	1000
Algeria	2027	1.0	1000
Algeria	2028	1.0	1000
Algeria	2029	1.0	1000
Algeria	2030	1.0	1000
Algeria	2031	1.0	1000
Algeria	2032	1.0	1000
Algeria	2033	1.0	1000
Algeria	2034	1.0	1000
Algeria	2035	1.0	1000
Algeria	2036	1.0	1000
Algeria	2037	1.0	1000
Algeria	2038	1.0	1000
Algeria	2039	1.0	1000
Algeria	2040	1.0	1000
Algeria	2041	1.0	1000
Algeria	2042	1.0	1000
Algeria	2043	1.0	1000
Algeria	2044	1.0	1000
Algeria	2045	1.0	1000
Algeria	2046	1.0	1000
Algeria	2047	1.0	1000
Algeria	2048	1.0	1000
Algeria	2049	1.0	1000
Algeria	2050	1.0	1000
Algeria	2051	1.0	1000
Algeria	2052	1.0	1000
Algeria	2053	1.0	1000
Algeria	2054	1.0	1000
Algeria	2055	1.0	1000
Algeria	2056	1.0	1000
Algeria	2057	1.0	1000
Algeria	2058	1.0	1000
Algeria	2059	1.0	1000
Algeria	2060	1.0	1000
Algeria	2061	1.0	1000
Algeria	2062	1.0	1000
Algeria	2063	1.0	1000
Algeria	2064	1.0	1000
Algeria	2065	1.0	1000
Algeria	2066	1.0	1000
Algeria	2067	1.0	1000
Algeria	2068	1.0	1000
Algeria	2069	1.0	1000
Algeria	2070	1.0	1000
Algeria	2071	1.0	1000
Algeria	2072	1.0	1000
Algeria	2073	1.0	1000
Algeria	2074	1.0	1000
Algeria	2075	1.0	1000
Algeria	2076	1.0	1000
Algeria	2077	1.0	1000
Algeria	2078	1.0	1000
Algeria	2079	1.0	1000

[illegible]



RECEIVED FEB 16 1966

TABLE 619 -- 1996-98 COMMODITY OUTGOING MODEL FOR YEAR 2000 W/97 CROSSOVER MILEAGE AND 50 MILE RA  
5450'S BY ACCEPTABLE MARKET VALUE -- YEAR 2000

[illegible]



FILE 615 - BASE 02 COMBOD BENCHMARK MODEL FOR YEAR 2000 W/397 CROSSOVER MILEAGE AND 50 MILE R  
BASED ON ACCESSIBLE MARKET VALUE - YEAR 2000

BASE	BASE	PRINCIPAL	MARKET FEED	TOTAL	CUM	SUBS	SMO	SUBORDINATES	DIST	MARKET VALUE
7	1120	BOSTON MA	1.2491	2.0242	25.0866	9	1200	FROCKTON MA	20	0.0382
							2480	FALL RIVER MA-RI	46	0.0342
							2600	FITCHBURG MA	42	0.0209
							4160	LAWRENCE-H MA-NH	25	0.0769
							4560	LOWELL MA-NH	24	0.0577
							4760	MANCHESTER NH	49	0.0445
							5350	NASHUA NH	35	0.0461
							6480	PROVIDENCE RI-MA	42	0.3377
							9240	WORCESTER MA	39	0.1199
									322	0.7762
8	3360	HOUSTON TX	1.8466	1.9336	27.0203	1	2920	GALVESTON-TX	47	0.0870
									47	0.0870
9	8840	WASHINGTON DC-MD	1.1580	1.8096	28.8299	1	720	BALTIMORE MD	36	0.6516
									36	0.6516
10	1920	DALLAS-FOR TX	1.6196	1.6196	30.4495	0			0	0.0000
11	5000	MIAMI FL	0.8354	1.3594	31.8089	2	2680	FORT LAUDE FL	24	0.3539
							8960	WEST PALM FL	64	0.1702
									88	0.5241
12	5120	MINNEAPOLI MN-MI	1.2049	1.2849	33.0939	0			0	0.0000
13	520	ATLANTA GA	1.2234	1.2234	34.3173	0			0	0.0000



FILE C10 - DATA B2 COMMODITY MODEL FOR YEAR 2000 8/397 CROSBOW MILEAGE AND 50 MILE R  
 BOUND ET ACCESSIBLE MARKET VALUE - YEAR 2000

DATE	SASA	PRINCIPAL	MARKET VALUES				SASA	SUES	COORDINATES	DIST	MARKET VALUE
			PRICE	TOTAL	CUM	VALUES					
21	5000	MILWAUKEE WI	0.6296	0.7585	41.8796	2	38004 6600	2	WENUSHA MI KACINE MI	32 24 56	0.0603 0.0686 0.1289
22	6280	PITTSBURGH PA	0.6155	0.6620	42.5417	2	8080 9000	2	STEBURVIL OH-MV WHEELING MV-OH	33 46 79	0.0267 0.0198 0.0466
23	7320	SAN DIEGO CA	0.6414	0.6414	43.1831	0		0		0	0.0000
24	6200	PHOENIX AZ	0.6353	0.6353	43.8184	0		0		0	0.0000
25	1300	BURLINGTON NC	0.0241	0.6348	44.4533	2	3120 6640	2	GREENSBORO NC RALEIGH-DU NC	20 49 69	0.3551 0.2557 0.6108
26	6280	TAMPA-ST P FL	0.5370	0.6291	45.0824	2	1140 7510	2	BRADENTON FL SARASOTA FL	33 43 76	0.0276 0.0646 0.0921
27	3480	INDIANAPOLIS IN	0.4841	0.5995	45.6819	4	400 1020 3850 5280	4	ANDERSON IN ELMINGTON IN KOKOMO IN MUNCIE IN	34 46 49 50 179	0.0359 0.0256 0.0197 0.0341 0.1154
28	6440	PORTLAND OR-WA	0.5273	0.5974	46.2793	1	7080	1	SALEM OR	44 44	0.0701 0.0701



THIS LIST IS A SUMMARY OF THE DATA FOR THE 1970-1971 FISCAL YEAR. THE DATA WAS OBTAINED FROM THE 1970-1971 FISCAL YEAR REPORTS OF THE STATES. THE DATA IS PRESENTED IN THE FOLLOWING ORDER: AL, AR, AZ, CA, CO, CT, DE, FL, GA, HI, IL, IN, IA, KS, KY, LA, ME, MI, MN, MO, NE, NH, NJ, NY, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VT, WA, WI, WY.

STATE	POPULATION	PER CAPITA INCOME	PER CAPITA EXPENDITURE	PER CAPITA RECEIPTS	PER CAPITA DEFICIT	PER CAPITA SURPLUS	PER CAPITA DEBT	PER CAPITA ASSETS	PER CAPITA LIABILITIES	PER CAPITA NET WORTH	PER CAPITA MARKET VALUE
AL	3,000,000	0.3581	0.4054	50.9381	1	0.600	TUSCALOOSA AL				
AR	1,500,000	0.3630	0.3638	51.3019	0						
AZ	1,500,000	0.3575	0.3575	51.6594	0						
CA	15,000,000	0.3537	0.3537	52.0131	0						
CO	1,500,000	0.0395	0.3508	52.3640	1	5360	NASHVILLE TN				
CT	2,400,000	0.3501	0.3501	52.7141	0						
DE	450,000	0.3253	0.3253	53.0394	0						
FL	1,200,000	0.3204	0.3204	53.3598	0						







ORIGINAL PAGE IS  
OF POOR QUALITY

MARKET DISTRIBUTION MODEL (MDM)

FILL C10 - BASED ON COMMOD BETWEEN MODEL FOR YEAR 2000 W/397 CROSSOVER  
SCHEDULE BY ACCESSIBLE MARKET VALUE - YEAR 2000

MARK	AREA	PRINCIPAL	MARK PRINC	TOTAL	CUM	SUBS	AREA	SUBORDINATES	PRST	MARKET VALUE
64	7000	SPRINGFIELD IL	0.1206	0.1856	57.9812	1	2040*	DECATUR IL	38	0.0650
									38	0.0650
65	1720	COLORADO S CO	0.1375	0.1778	58.1590	1	6560	PUEBLO CO	41	0.0403
									41	0.0403
66	8520	TUCSON AZ	0.1752	0.1752	58.3342	0				
67	1560	CHATTANOOG TN-GA	0.1727	0.1727	58.5069	0			0	0.0000
68	200	ALBUQUERQUE NM	0.1717	0.1717	58.6786	0			0	0.0000
69	2320	EL PASO TX	0.1710	0.1710	58.8495	0			0	0.0000
70	3640	KNOXVILLE TN	0.1596	0.1596	59.0091	0			0	0.0000
71	840	BEAUMONT-P TX	0.1588	0.1588	59.1680	0			0	0.0000
72	2760	FORT WAYNE IN	0.1536	0.1536	59.3215	0			0	0.0000

## ADULT DISTRIBUTION MODEL (ADM)

FILE 313 - DATA B2 CONTROL NETWORK MODEL FOR YEAR 2000 W/397 CROSSED MILEAGE AND 50 MILE R  
 DISTANCE BY ACCESSIBLE MARKET VALUE - YEAR 2000

MARK	PRINCIPAL	MARKET VALUE	TOTAL	COA	SUBS	SMMA	SUPERORDINATES	DIST	MARKET VALUE
73	1480 CHARLESTON WV	0.0813	0.1534	59.4749	1	7400	HUNTINGTON WV-KT	44	0.0722
								44	0.0722
74	460 APPLETON-WI	0.0882	0.1512	59.6262	1	3080	GREEN BAY WI	27	0.0631
								27	0.0631
75	5440 HUNTSVILLE AL	0.1501	0.1501	59.7762	0			0	0.0000
76	4/20 MADISON WI	0.1438	0.1438	59.9200	0			0	0.0000
77	1360 CEDAR RAPIDS IA	0.1035	0.1429	60.0630	1	8920	WATERLOO-C IA	50	0.0394
								50	0.0394
78	1922 DAVENPORT-IA-IL	0.1375	0.1375	60.2005	0			0	0.0000
79	4120 LAS VEGAS NV	0.1233	0.1233	60.3237	0			0	0.0000
80	3560 JACKSON MS	0.1219	0.1219	60.4456	0			0	0.0000
81	2840 FRESNO CA	0.1210	0.1210	60.5666	0			0	0.0000

FILE 610 - 0454 82 CONSUMER REPORT MODEL FOR YEAR 2000 W/377 CROSOVER  
 2000'S F1 MILEAGE MARKET VALUE - YEAR 2000

DEBIT	CREDIT	PRINCIPAL	INTEREST	MARKET PRICE	TOTAL VALUE	SUBS	SMMA	SUBORDINATES	RISK	MARKET VALUE
82	5/45				0.1197	60.6862	0		0	0.0000

FILE 018 - GSA 90 COMMON NETWORK MODEL FOR YEAR 2000 W/236 CROSSOVER MILEAGE AND 50 MILE R  
 SASE'S BY ACCESSIBLE MARKET VALUE - YEAR 2000

Maximum Network  
 Price = 20% Below Ku-Band

MARK	SASE	PRINCIPAL	MT-NJ	PRICE	TOTAL	CUM	SUES	SMSA	SUBORDINATES	DIST	MARKET VALUE
1	5600	NEW YORK	NY-NJ	5.7521	8.0064	8.0064	8	3640	JERSEY CIT NJ LONG BRANC NJ NASSAU-SUF NY NEW BRUNSW NJ NEWARK NJ NORWALK CT PATERSON-C NJ STAMFORD CT	3 31 20 30 10 39 16 33	0.1675 0.1019 0.5388 0.2239 0.8218 0.0625 0.1753 0.1627
										182	2.2543
2	4480	LOS ANGELES	CA	4.3193	5.5542	13.5606	2	360	ANAHEIM-SA CA RIVERSIDE- CA	25 55	0.9145 0.3204
										80	1.2349
3	1600	CHICAGO	IL	4.6700	4.8556	18.4163	1	2960	GARY-HAMMD IN	25 25	0.1857 0.1857
4	7360	SAN FRANCISCO	CA	2.5839	3.7478	22.1641	3	7400*	SAN JOSE CA SANTA ROSA CA VALLEJO-FA CA	43 49 24	1.0463 0.0624 0.0552
										116	1.1639
5	6160	PHILADELPHIA	PA-NJ	1.9026	2.6916	24.8557	5	240	ALLENTOWN- FA-NJ READING PA TRENTON NJ VINELAND-M NJ WILMINGTON DE-NJ	49 49 29 33 26	0.2420 0.1174 0.1641 0.0427 0.2227
										186	0.7890
6	2160	DETROIT	MI	2.1883	2.6604	27.5160	2	440	ANN ARBOR MI TOLEDO OH-MI	33 54	0.1976 0.2745
										87	0.4721

ORIGINAL PAGE IS  
 OF POOR QUALITY



[illegible]





## MODEL DISTRIBUTION MODEL (0000)

FILE 018 - 0000 70 COMMOD DELIVER MODEL FOR YEAR 2000 W/2500 DISCOVERY MILEAGE AND 50 MILE R  
 5000'S BY ACCESSIBLE MARKET VALUE YEAR 2000

MARK	BASED	PRINCIPAL	MARKET PRINC	TOTAL	COM	LOVS	SMGS	SUBORDINATES	DIST	MARKET VALUE
29	6440	PORTLAND	OR-WA	0.5349	0.5060	55.6499	1	7080 SALE4	44	0.0711
									44	0.0711
30	8120	STOCKTON	CA	0.11081	0.5905	56.2403	2	6920 ✓ SACRAMENTO CA 5170 MODESTO CA	45 28	0.4204 0.0619
									73	0.4824
31	1200	BUFFALO	NY	0.5645	0.5645	56.8048	0		0	0.0000
32	6520	PROVO-OREM	UT	0.0586	0.5634	57.3683	1	7160 ✓ SALT LAKE UT	38	0.5049
									38	0.5049
33	5560	NEW ORLEANS	LA	0.5404	0.5404	57.9087	0		0	0.0000
34	6840	POLWATER	NY	0.5285	0.5285	58.4372	0		0	0.0000
35	4360	LINCOLN	NE	0.1246	0.5114	50.9486	1	5920 ✓ OMAHA NE-IA	50	0.3869
									50	0.3869
36	5960	ORLANDO	FL	0.2796	0.5102	59.4588	2	3980A LAKELAND-W FL 4900 MELBOURNE-FL	42 42	0.0873 0.1433
									84	0.2306
37	4920	MEMPHIS	TN-AR	0.5030	0.5030	59.9618	0		0	0.0000

FILE 61B - HAWA 90 CONDOM RETROFIT MODEL FOR YEAR 2000 W/236 CROSSOVER MILEAGE AND 50 MILE R  
 EMAS13 BY ACCESSIBLE MARKET VALUE - YEAR 2000

BOOK	SUBS	PRINCIPAL	N A R K E T P R I N C F R I N C	T O T A L V A L U E S T O T A L	CUM	SUES	SMSA	SUBORDINATES	DIST	MARKE VALUE
38	4620	LOUISVILLE KY-IL	0.4692	0.4692	60.4310	0			0	0.0000
37	6140	FLEETSBURG VA	0.0501	0.4610	60.8921	1	6760 ✓	RICHMOND VA	23	0.4110
40	780	BATTLE CREE MI	0.0685	0.4599	61.3520	3	3520 JACKSON MI 3720 <sup>a</sup> KALAMAZOO MI 4040 <sup>a</sup> LANSING-EA MI		40 21 43	0.0825 0.1090 0.2000
41	5880	OKLAHOMA CITY OK	0.4555	0.4555	61.8075	0			0	0.0000
42	1660	CLARKSVILLE TN-KY	0.0472	0.4353	62.2428	1	5360 ✓	NASHVILLE-TN	41 41	0.3881 0.3881
43	1520	CHARLOTTE-NC	0.4306	0.4306	62.6735	0			0	0.0000
44	1000	BIRMINGHAM AL	0.3805	0.4303	63.1038	1	8600	TUSCALOOSA AL	49 49	0.0498 0.0498
45	5680	NEWPORT NEWS VA	0.1166	0.4290	63.5327	1	5720 ✓	HORFOLK-VI VA-MC	13 13	0.3124 0.3124
46	3740	HARRISBURG PA	0.2326	0.4284	63.9611	2	9280 YORK PA 4000 LANCASTER PA		23 35 58	0.0883 0.1075 0.1958



## CUMULATIVE DISTRIBUTION MODEL (CONT.)

FILE 618 - ROAD 90 CUMULATIVE DISTRIBUTION MODEL FOR YEAR 2000 W/25% CROSSEVER MILEAGE AND 50 MILE RADIUS BY ACCESSIBLE MARKET VALUE - YEAR 2000

FILE	AREA	PRINCIPAL	MI	PRIC	TOTAL	CUM	SUBS	SMSA	SUBORDINATES	DIST	MARKET VALUE
56	5100	GREENVILLE SC		0.2575	0.2575	67.1379	0			0	0.0000
57	2640	CLINT	MI	0.1554	0.2548	67.3927	2	800	DAY CITY MI	42	0.0209
								6960	SAGINAW MI	32	0.0785
										74	0.0994
58	760	EATON RANG LA		0.2539	0.2539	67.6465	0			0	0.0000
59	2120	DES MOINES IA		0.2454	0.2454	67.8919	0			0	0.0000
60	9040	WICHITA KS		0.2438	0.2438	68.1357	0			0	0.0000
61	7880	SPRINGFIELD IL		0.1535	0.2326	68.3404	1	20404	DECATUR IL	38	0.0791
										38	0.0791
62	4400	LITTLE ROCK AR		0.2042	0.2294	68.5978	1	6240	PINE BLUFF AR	40	0.0252
										40	0.0252
63	6025	PASCAGOULA MS		0.6512	0.2289	68.8267	2	920	SILOXI-GUL MS	21	0.0376
								5160	MOBILE AL	38	0.1401
										59	0.1777
64	1760	COLUMBIA SC		0.2269	0.2269	69.0536	0			0	0.0000

ORIGINAL PAGE IS  
OF POOR QUALITY

## MARKET DISTRIBUTION MODEL (MEM)

FILE 618 - MEM 90 COMMON NETWORK MODEL FOR YEAR 2000 W/236 Crossover MILEAGE AND 50 MILE R  
 SAGA'S 11 ACCESSIBLE MARKET VALUE - YEAR 2000

MARK	SAGA	PRINCIPAL	MARKET FM INC	TOTAL	CUM	SUBS	SAGA	SUBORDINATES	DIST	MARKET VALUE
65	1430	CHARLESTON WV	0.1189	0.2217	69.2753	1	3400	HUNTINGTON WV-NY-	44	0.1027
									44	0.1027
66	1560	CHATTANOOGA TN-GA	0.2005	0.2005	69.4757	0			0	0.0000
67	3040	KNOXVILLE TN	0.1858	0.1858	69.6616	0			0	0.0000
68	200	ALBUQUERQUE NM	0.1848	0.1848	69.8463	0			0	0.0000
69	8520	TUCSON AZ	0.1846	0.1846	70.0309	0			0	0.0000
70	1720	COLORADO S CO	0.1400	0.1810	70.2119	1	6560	PUEBLO CO	41	0.0410
									41	0.0410
71	460	APPLETON-O WI	0.1023	0.1778	70.3896	1	3080	GREEN BAY WI	27	0.0755
									27	0.0755
72	2320	EL PASO TX	0.1768	0.1768	70.5665	0			0	0.0000
73	4720	MADISON WI	0.1759	0.1759	70.7424	0			0	0.0000

## MARKET DISTRIBUTION MODEL (MOM)

FILE 010 - DATA 90 CONSTANT IN WORK MODEL FOR YEAR 2000 W/23% CROSSOVER MILEAGE AND 50 MILE R  
 SASSA'S E. ADJUSTABLE MARKET VALUE - YEAR 2000.

RANK	SASSA	PRINCIPAL	MARKET PRICE	TOTAL	CUM	SUBS	SASSA	SUBORDINATES	DIST	MARKET VALUE
74	2760	FORT WAYNE IN	0.1719	0.1719	70.9144	0			0	0.0000
75	340	BEAUMONT-P TX	0.1717	0.1717	71.0861	0			0	0.0000
76	1920	DAVENPORT- IA-IL	0.1699	0.1699	71.2560	0			0	0.0000
77	3440	WHITTSVILLE AL	0.1689	0.1689	71.4249	0			0	0.0000
78	1120	CEDAR RAPIDS IA	0.1136	0.1605	71.5385	1	8920	WATERLOO-C IA	50	0.0469
79	4640	LYNCHBURG VA	0.0614	0.1567	71.7421	1	4800	ROANKE VA	50	0.0469
80	5745	NORTHEAST PA	0.1496	0.1496	71.8917	0			45	0.0953
81	4120	LAS VEGAS NV	0.1386	0.1386	72.0303	0			45	0.0953
82	3560	JACKSON MS	0.1377	0.1377	72.1680	0			0	0.0000

# MARKET DISTRIBUTION MODEL (ADM)

PAGE 11

FILE 518 - HASA 90 COMMUTER NETWORK MODEL FOR YEAR 2000 W/236 CROSSOVER MILEAGE AND 50 MILE R  
HASA 90 ACCESSIBLE MARKET VALUE - YEAR 2000

MARK	SMSA	PRINCIPAL	PRINC	TOTAL	CUM	SUBS	SMSA	SUBORDINATES	DIST	MARKET VALUE
03	2440	EVANSVILLE IN-IN	0.1067	0.1325	72.3005	1	5990	OWENSBORO KY	29	0.0259
									29	0.0259
04	6000	ROCKFORD IL	0.1323	0.1323	72.4328	0			0	0.0000
05	2040	FRESNO CA	0.1247	0.1247	72.5575	0			0	0.0000
06	3660	JOHNSON CI TN-VA	0.1241	0.1241	72.6816	0			0	0.0000
07	4200	LEXINGTON- KY	0.1217	0.1217	72.8033	0			0	0.0000
08	7120	SALINAS-SE CA	0.0767	0.1216	72.9249	1	7485	SANTA CRUZ CA	30	0.0449
									30	0.0449
09	7800	SOUTH BEND IN	0.1204	0.1204	73.0454	0			0	0.0000
90	2360	ERIE PA	0.1171	0.1171	73.1624	0			0	0.0000

FILE 620 - NASA 99 COMMON NETWORK MODEL FOR YEAR 2000 W/97 CROSSOVER MILEAGE AND 50 MILE RA  
S48615 BY ACCESSABLE MARKET VALUE - YEAR 2000

**Maximum Network  
Price = 40% below Ku-Band**

[illegible]



## MARKET DISTRIBUTION MODEL (MID)

FILE 620 - NASS 99 CONSUMER NETWORK MODEL FOR YEAR 2000 W/97 CROSSOVER MILEAGE AND 50 MILE RA  
SASA'S BY ACCESSIBLE MARKET VALUE - YEAR 2000

PRIN	PRINCIPAL	MARKET PRICE	TOTAL	CUM	SUBS	SACA	SUBORDINATES	DIST	MARKET VALUE
7	6150 PHILADELPH PA-NJ	2.1931	3.0575	34.0516	5	240	ALLENTOWN-PA-NJ READING PA TRENTON NJ VINELAND-NJ WILMINGTON DE-NJ	49 49 29 33 26	0.2600 0.1308 0.1859 0.0462 0.2414
						9160		186	0.8644
8	2150 DETROIT MI	2.4655	3.0284	37.0800	2	440	ANN ARBOR MI TOLEDO OH-MI	33 54	0.2379 0.3250
9	3350 HOUSTON TX	2.0757	2.1722	39.2522	1	2920	GALVESTON-TX	47	0.0965
								47	0.0965
10	1650 CLEVELAND OH	1.1765	2.0000	41.2522	4	80	AKRON OH CANTON OH LORAIN-ELY OH YOUNGSTOWN OH	31 51 26 61	0.2971 0.1677 0.1453 0.2133
								169	0.8234
11	1920 DALLAS-FOR TX	1.8444	1.8444	43.0766	0			0	0.0000
12	5120 MINNEAPOLI MI-MI	1.5228	1.5228	44.6194	0			0	0.0000
13	1640 CINCINNATI OH-KY	0.9222	1.4640	46.0834	2	2000	DAYTON OH HAMILTON-M OH	49 21	0.5033 0.1385
						3200		70	0.6418

ORIGINAL PAGE IS  
OF POOR QUALITY





## MARKET DISTRIBUTION MODEL (MD-1)

FILE 620 - HASA 99 COMMON DEFORM MODEL FOR YEAR 2000 W/97 CROSSOVER MILEAGE AND 50 MILE RA  
 BASED BY ACCESSABLE MARKET VALUE - YEAR 2000

MARK	SALE	PRINCIPAL	MARKET PRINC	TOTAL	CUM	SUBS	SMSG	SUBORDINATES	DIST	MARKET VALUE
29	1230	BUFFALO NY	0.6417	0.6417	62.4620	0			0	0.0000
30	6440	FORTLAND OR-WA	0.5559	0.6250	63.0910	1	7080	SALEM OR	44	0.0732
31	8120	STOCKTON CA	0.1100	0.6014	63.6923	2	6920 5170	SACRAMENTO CA MODESTO CA	45 28	0.4284 0.0629
32	700	BATTLE CREE MI	0.0929	0.5707	64.2632	3	3520 3720 4040	JACKSON MI KALAMAZOO MI LANSING-EA MI	40 21 43	0.1001 0.1323 0.2455
33	6520	PROVD-OFEM UT	0.0594	0.5705	64.8337	1	7160	SALT LAKE UT	38	0.5111
34	6840	ROCHESTER NY	0.5630	0.5630	65.3967	0			0	0.0000
35	3240	HARRISBURG PA	0.3154	0.5619	65.9586	2	9280 4000	YORK PA LANCASTER PA	23 35	0.1252 0.1213
36	5560	NEW ORLEAN LA	0.5497	0.5497	66.5083	0			58	0.2465
									0	0.0000

## MARKET DISTRIBUTION MODEL (MDM)

FILE 620 - NASA 99 COMMON NETWORK MODEL FOR YEAR 2000 W/97 CROSSOVER MILEAGE AND 50 MILE RA  
 SMSA'S BY ACCESSIBLE MARKET VALUE - YEAR 2000

RAIN	SMSA	PRINCIPAL	FL	FMPC	TOTAL	CUM	SUBS	SMSA	SUBORDINATES	DIST	MARKET VALUE
37	5960	ORLANDO	FL	0.2985	0.5394	67.0477	2	3980A 4900	LAKELAND-W FL MELBOURNE- FL	42 42	0.0924 0.1485
										84	0.2409
38	4360	LINCOLN	NE	0.1296	0.5331	67.5808	1	5920	OMAHA	50	0.4034
										50	0.4034
39	4920	MEMPHIS	TH-AR	0.5300	0.5300	68.1108	0				
										0	0.0000
40	6140	PETERSBURG	VA	0.0586	0.5102	69.6210	1	6760	RICHMOND VA	23	0.4516
										23	0.4516
41	4520	LOUISVILLE	KY-IN	0.5099	0.5099	69.1309	0				
										0	0.0000
42	5680	NEWPORT	NE VA	0.1371	0.4917	69.6226	1	5720	MONROE-VI VA-NC	13	0.3546
										13	0.3546
43	5880	OKLAHOMA C	OK	0.4897	0.4897	70.1123	0				
										0	0.0000
44	1660	CLARKSVILLE	TH-KY	0.0530	0.4741	70.5864	1	5360	NASHVILLE- TN	41	0.4211
										41	0.4211
45	8160	SYRACUSE	NY	0.3402	0.4711	71.0576	1	8680	UTICA-ROME NY	47	0.1310
										47	0.1310

ORIGINAL PAGE IS  
 OF POOR QUALITY

FILE 620 - JASG 99 COMMON NETWORK MODEL FOR YEAR 2000 W/97 CROSSEVER MILEAGE AND 50 MILE RA  
 SASA'S BY ACCESSIBLE MARKET VALUE - YEAR 2000

MARK	AREA	PRINCIPAL	MARKET VALUE				SUBS	SMSA	SUBORDINATES	DIST	MARKET VALUE
			PRINC	TOTAL	CUR						
46	1000	BIRMINGHAM AL	0.4128	0.4659	71.5235	1	8600	TUSCALOOSA AL	49	0.0530	
									49	0.0530	
47	1520	CHARLOTTE-NC	0.4596	0.4596	71.9831	0			0	0.0000	
48	160	ALBANY-SCH NY	0.4002	0.4386	72.4217	1	6320	PITTSFIELD MA	29	0.0384	
									29	0.0384	
49	3600	JACKSONVIL FL	0.4164	0.4164	72.8381	0			0	0.0000	
50	8560	TULSA OK	0.4162	0.4162	73.2543	0			0	0.0000	
51	7240	SAN ANTONIO TX	0.3922	0.3922	73.6465	0			0	0.0000	
52	640	AUSTIN TX	0.3642	0.3642	74.0107	0			0	0.0000	
53	1040	BLOOMINGTO IL	0.0798	0.3452	74.3559	2	6120 1400	✓ PEORIA IL CHAMPAIGN-IL	35 47	0.1957 0.0697	
									82	0.2654	
54	3600	GRAND RAPID MI	0.2765	0.3387	74.6946	1	5320	MUSKEGON-N MI	35	0.0622	
									35	0.0622	

## MARKET DISTRIBUTION MODEL (MDM)

FILE 620 - NASA 99 COMMON NETWORK MODEL FOR YEAR 2000 W/97 CROSSOVER MILEAGE AND 50 MILE RA  
 EMSA'S BY ACCESSABLE MARKET VALUE - YEAR 2000

RANK	SASA	PRINCIPAL	M7	M A R K E T --- V A L U E S				SUBORDINATES	DIST	MARKET VALUE	
				FRINC	TOTAL	CUM	SUBS				
55	2640	FLINT	MI	0.1888	0.3067	75.0013	2	800 6960	MI MI	42 32 74	0.0245 0.0934 0.1179
56	6000	ONHARD--SIM	CA	0.1533	0.2869	75.2882	1	7480	SANTA BARB CA	34 34	0.1336 0.1336
57	3160	GREENVILLE	SC	0.2789	0.2789	75.5671	0			0	0.0000
58	7880	SPRINGFIELD	IL	0.1824	0.2767	75.8438	1	2040*	DECATUR IL	38 38	0.0944 0.0944
59	2120	DES MOINES	IA	0.2665	0.2665	76.1104	0			0	0.0000
60	760	BATON ROUGE	LA	0.2616	0.2616	76.3720	0			0	0.0000
61	1480	CHARLESTON	WV	0.1417	0.2602	76.6322	1	3400	MUNTINGTON WV-KY-	44 44	0.1185 0.1185
62	9040	WICHITA	KS	0.2587	0.2587	76.8908	0			0	0.0000
63	1760	COLUMBIA	SC	0.2419	0.2419	77.1327	0			0	0.0000







PRICE DISTRICTION MODEL (RDN)

FILE 620 - HASO 29 CORRELATION MODEL FOR YEAR 2000 W/77 CROSSEVER MILEAGE AND 50 MILE RA  
SIGNATURE BY ACCEPTABLE MARKET VALUE - YEAR 2000

NAME	ENGIN	PRINCIPAL	AGE	PRICE	TOTAL	CUM	ENGIN	SMEN	SUBORDINATES	DIST	MARKET VALUE
73	8520	TUCSON	42	0.1931	0.1931	79.3126	0			0	0.0000
74	200	ALBUQUERQUE NM		0.1885	0.1885	79.5011	0			0	0.0000
75	1360	CEDAR RAPIDS IA		0.1351	0.1860	79.6870	1	8920	WATERLOO-C IA	50	0.0508
										50	0.0508
76	1720	COLORADO S CO		0.1419	0.1835	79.8705	1	6560	FUEBLO CO	41	0.0416
										41	0.0416
77	2320	EL PASO TX		0.1809	0.1809	80.0514	0			0	0.0000
78	3440	HURTSVILLE AL		0.1790	0.1790	80.2304	0			0	0.0000
79	4640	LITCHBURG VA		0.0707	0.1786	80.4090	1	6800	ROANOKE VA	45	0.1179
										45	0.1079
80	840	BEAUMONT TX		0.1774	0.1774	80.5864	0			0	0.0000
81	2040	FRESNO CA		0.1665	0.1665	80.7528	0			0	0.0000

ORIGINAL PAGE IS  
OF POOR QUALITY

## MARKET DISTRIBUTION MODEL (MM)

FILE 620 - 1954 99 COMBINE NETWORK MODEL FOR YEAR 2000 W/97 CROSSOVER MILEAGE AND 50 MILE RA  
 50 AND 50 ACCESSIBLE MARKET VALUE - YEAR 2000

MARK	AREA	FRANCHISE	MARKET VALUE	FRANC	TOTAL	CUM	SUBS	SMSA	SUBORDINATES	DIST	MARKET VALUE
82	4120	LAS VEGAS NV	0.1608	0.1608	0.1608	80.9136	0			0	0.0000
83	2440	EVANSVILLE IN-KY	0.1219	0.1503	81.0639	1	5996	OWENSBORO KY	29	0.0284	
									29	0.0284	
84	3550	JACKSON MS	0.1479	0.1479	81.2119	0			0	0.0000	
85	960	BIRMGHAMTON NY-PA	0.1225	0.1463	81.3581	1	2335	ELMIRA NY	46	0.0238	
									46	0.0238	
86	7309	SOUTH BEND IN	0.1436	0.1436	81.5018	0			0	0.0000	
87	6830	ROCKFORD IL	0.1411	0.1411	81.6429	0			0	0.0000	
88	2360	ENIE PA	0.1366	0.1366	81.7794	0			0	0.0000	
89	3650	JOHNSON CT IN-VA	0.1360	0.1360	81.9154	0			0	0.0000	
90	4280	LEXINGTON KY	0.1302	0.1302	82.0456	0			0	0.0000	

## CITY DISTRIBUTION (MILEAGE)

FILE 320 AREA 77 COUNTY 77 MODEL FOR YEAR 2000 M/97 CROSSOVER MILEAGE AND 50 MILE RA  
 BASED ON ACCESSIBLE MARKET VALUE IN YEAR 2000

NAME	AREA	PERCENT	PRINC	TOTAL	CUM	SUBS	SMSA	SUBORDINATES	DIST	MARKET VALUE
91	689	FORUM-FIELD CA	0.1292	0.1292	82.1748	0			0	0.0000
92	7686	SHREVEPORT LA	0.1263	0.1263	82.3012	0			0	0.0000
93	7120	SALINAS-SE CA	0.0789	0.1245	82.4257	1	7485	SANTA CRUZ CA	30	0.0457
									30	0.0457
94	2580	FAVETTEVILLE AR	0.0514	0.1234	82.5491	1	2720	FORT SMITH AR-OK	49	0.0720
									49	0.0720
95	3810	MILFORD-TE TX	0.0550	0.1231	82.6722	1	8800	MACO TX	46	0.0673
									46	0.0673
96	5240	MONTGOMERY AL	0.1215	0.1215	82.7937	0			0	0.0000
97	660	ATLANTA GA-SC	0.1210	0.1210	82.9147	0			0	0.0000
98	1410	CHARLESTON SC	0.1205	0.1205	83.0352	0			0	0.0000
99	1880	CORPUS CHRISTI TX	0.1187	0.1187	83.1539	0			0	0.0000

ORIGINAL PAGE 12  
 OF POOR QUALITY